

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CXVII, No. 8 NEW YORK, NOVEMBER 24, 1921

10c A COPY

Making a Science of School Advertising

BY science we mean the use of accumulated knowledge to assure profitable results.

School advertising was originated and developed by this House. For more than 40 years, a very large proportion of all advertising of educational institutions has been conducted by N. W. Ayer & Son. About 80 per cent of it is now in our care.

This experience, with careful analysis of results and intimate study of media, space and copy over a long period of years, has built up the fund of knowledge on which scientific determination is based. As practiced at Advertising Headquarters, school advertising gives immediate demonstration of its efficacy. Returns are in the easily-counted form of inquiries and enrollments.

Our School Department has its own representatives, correspondence, copy and forwarding staffs. It is equipped to handle, and is handling successfully, the advertising of schools in every section of the country from New England to the Pacific Coast.

N. W. AYER & SON

ADVERTISING HEADQUARTERS

NEW YORK
BOSTON

PHILADELPHIA

CLEVELAND
CHICAGO



Trade Revival seen by Reserve Board

A nation-wide survey shows the following:—

"The higher prices realized by the farmer for tobacco and cotton, and his heavy sales abroad of cereals have given him ready cash, and have brought him into the market for the purchase of seasonable things with corresponding benefit to trade in the producing regions.

"There has been a remarkable improvement in the livestock situation, and the demoralization that existed a short time ago has been ended.

"Better conditions in the agricultural districts accompanied by improved buying demand, and the enlarged activities in manufacturing, have been reflected in increased activity in the wholesale trade."

The revival of farm trade is here and is definitely on the up-grade.

Now is the time to advertise for farm business, and one out of every two worth-while farm homes can be most effectively reached through

The Standard Farm Paper Unit

The National Flexible Medium with Local Prestige

A. B. C. Circulation, 1,900,000

The Ohio Farmer
Established 1848
The Wisconsin Agriculturist
Established 1877
Prairie Farmer, Chicago
Established 1841
Pennsylvania Farmer
Established 1880
The Breeders' Gazette
Established 1881
The Nebraska Farmer
Established 1859
Lincoln, Neb.
Wallaces' Farmer
Established 1895

Pacific Rural Press
Established 1870
The Farmer, St. Paul
Established 1882
The Farmer's Wife
Established 1890
St. Paul
Hoard's Dairymen
Established 1870
Progressive Farmer
Established 1886
Birmingham, Raleigh,
Memphis, Atlanta, Dallas
The Michigan Farmer
Established 1843

Western Representatives
STANDARD FARM PAPERS, INC.
1100 Transportation Bldg.
Chicago



Eastern Representatives
WALLACE C. RICHARDSON, INC.
95 Madison Ave.
New York City

All Standard Farm Papers are members of the A. B. C.

PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Company, Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the postoffice at New York, N. Y., under the Act of March 3, 1879.

VOL. CXVII

NEW YORK, NOVEMBER 24, 1921

No. 8

Coca-Cola More Than Doubles Advertising Outlay

Fractional Increase in Per Capita Consumption of Beverage Is Sought in Company's Greatest Campaign

By G. A. Nichols

A CLOSE-UP view of the possibilities of the "just a little more" principle in selling has caused the Coca-Cola Company to arrange for the greatest advertising campaign in its history, which will break early in January. A few days ago in Atlanta the directors approved plans for 1922 more than doubling any of its previous outlays for publicity—also involving a return to pre-war prices to the retailer and a re-establishment of the old-time five-cent drink.

It all came about because the company discovered its individual sales unit was not big enough and that intensified merchandising effort was needed to help the druggist, the soda fountain proprietor, the bottler and the distributors to push up sales at least a fraction.

The 110,000,000 or so people in the United States are now drinking Coca-Cola at the rate of three drinks per capita each month. This involves a little matter of 330,000,000 drinks a month. Twelve times that—well, figure it up for yourself.

"The volume is huge," one of the directors of the company said to PRINTERS' INK. "But, checked against the possibilities and the potential market, it amounts to hardly anything. Only three drinks of Coca-Cola a month for each person! When we consider our aggregate sales we feel we

are pretty big. But when we think of these three drinks we see that, after all, we have gone only a little way.

"We got to talking about it a while back. Some of us used our pencils and we were amazed to discover that if we could enlarge the monthly per capita consumption of Coca-Cola by just a fourth of a drink it would mean the selling of 330,000,000 additional drinks in a year. This would mean that we would sell during the year 3,300,000 additional gallons of syrup."

In searching for the reason for the small per capita use of Coca-Cola as spoken of by this director, the company decided that in all probability it was caused by the average person regarding Coca-Cola as a summer beverage only, which is just about the way any soft drink is looked upon. The advertising was planned, therefore, to put over the idea that Coca-Cola should be used in January as well as July. A new slogan was adopted—"Thirst Knows No Season." This will be advertised day in and day out for the entire twelve months of next year. The Coca-Cola people admit a considerable portion of the reason why so many people regard the beverage as a summer proposition is due to the fact that it has been advertised to them mainly as such.

The campaign will start with

four-color page advertisements in weekly and monthly national mediums. The expenditure in this class will be substantially double any previous similar outlay by the company.

The magazine advertising will be followed up closely by the use of newspaper space, both general and local, which will run all the year. In certain metropolitan sections, New York for example, the newspapers will get about three times as much advertising as Coca-Cola has given them previously.

The business paper appropriation will be practically quadrupled. The advertisements here will run largely to color, in some cases four-page four-color inserts being used.

Hooked up with the general effort will be a most carefully fashioned plan of merchandising co-operation with the retailer, involving an unprecedented use of local newspaper space.

The proposition of pushing Coca-Cola as an all-the-year drink had been growing upon the company for some time. In *PRINTERS' INK* of July 29, 1920, S. C. Dobbs, then president of the concern, related how advertising in the Southern States had greatly extended the Coca-Cola season from its previous limits of May to September. Much educational effort, Mr. Dobbs said, was expended by the company's salesmen in inducing druggists and others to keep their soda fountains operating during the fall and winter months.

There has been considerable natural evolution about it all and it is a scientific fact, as stated in the new Coca-Cola slogan, that thirst comes to people regardless of seasons. A certain amount of liquid must at all times be taken into the human body if it is going to function properly. These considerations were given due weight in the decision to start a nationwide, all-the-year selling effort. But another most interesting influence came from an analysis of sales which showed that in some of the most inaccessible regions of Canada, reached during the

winter only by dog teams, the per capita consumption of Coca-Cola in the cold months was considerably larger than in some of the Southern States.

ADVERTISING WORKS BY INDIRECTION

In the advertising there will be no argument in behalf of the no-season idea. The entire story will be left to the slogan and to the art work. In January and February the layout will suggest winter scenes. In March there will be a touch of spring in the illustrations and so on through the year. For the time being there will be no talk as to the merits of Coca-Cola as such. The main emphasis is going to be directed toward the idea as expressed in the slogan.

"We feel," said the director above quoted, "that we can well afford to devote some special consideration to the present drinkers of Coca-Cola in an effort to show them that the drink is just as refreshing and just as necessary in winter as in summer. With all the heavy advertising material we are going to put behind this, it is bound to go over. And in the going over process there naturally is going to be a lot of indirect influence that will bring more customers.

"In short, we have arrived at the point—that is reached sooner or later by every big advertiser when it seems to be the best kind of business to devote the main advertising emphasis to an intensive cultivation of the customers we already have gained. And the best part of it all is that in this very act we shall be gaining new ones all the while."

As a fitting preliminary for its great drive to obtain a fractional increase in per capita consumption the company readjusted its prices to a point that will enable the nickel to go to the soda fountain unchaperoned and with its old-time jaunty air of assurance. For many months Coca-Cola syrup has been sold to the dealer at \$2 per gallon. On November 1, the former base price of \$1.50 per gallon was re-established.

The cut in price was made for the dual purpose of increasing

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The Christian Herald

appeals to that great body of readers who are the mainstay of every community—the men and women who support the churches, the local charities and the movements for public betterment. They are the solid, substantial citizens on whom the real progress of their town depends.

It is not bought lightly for an hour's entertainment. It is subscribed for by the year and read by every member of the family and then passed on.

The confidence which its readers have in the Christian Herald includes its advertising columns.

The Christian Herald

GRAHAM PATERSON, *Publisher*

BIBLE HOUSE, NEW YORK

sales and at the same time augmenting the dealer's profits through the additional turnover that may be expected to be created through the lower price and the larger advertising.

As a part of the new deal the company has made an emphatic declaration in favor of Coca-Cola being sold at five cents a drink including war tax. The dealer can sell a hundred drinks out of a gallon of syrup costing him \$1.50, thus leaving \$3.50 for his other expenses and profit. He will be urged that with the additional sales he may expect he can well afford to pay the penny war tax and make the net cost to the consumer five cents.

Under recent United States Supreme Court decisions there is no legal way in which the dealer can be compelled to hold his prices down to a nickel. Advertising therefore is going to be utilized to bring about the reduction.

An example of how the plan will be worked comes from Los Angeles. In that city, previous to the price readjustment on November 1, soda fountains were selling Coca-Cola all the way from seven to ten cents per drink. A representative dealer was persuaded to take a half page newspaper advertisement announcing that he would sell Coca-Cola at a nickel. The advertisement was supplemented by placards displayed in his show windows and store. Competition did the rest.

If the retailer desires to charge an extra penny for war tax this is his privilege. But if he charges more than six cents he will be regarded as a profiteer and the situation will be handled by advertising as was done in the California case. But then, for that matter, the company expects to encounter little difficulty in selling retailers on the five-cent idea. The new, or rather the old-time, price will be advertised locally and it will be only a matter of simple self-defense for the individual retailer to get in line.

The big outstanding thing in the entire campaign—and one which will be repeatedly emphasized to

the dealer in business-paper advertising—is price. Inasmuch as the price of the product to the dealer has been reduced the company will insist that a similar price appeal be made to the consumer who walks into the store for a glass or a bottle.

The trouble with many advertising campaigns is not so much that insufficient money is put into them but that they do not work on both sides of the counter. They deliver the goods to the back of the counter and there they stop. The Coca-Cola merchandising plan works from both sides of the counter—or, in this case, of the soda fountain. It is a broad method of co-operation with the druggist that helps him in every department of his business, the idea being that the more he can be built up in a general way, the more effective will his store become as an outlet for Coca-Cola.

MORE HELP FOR THE DRUGGIST

The druggist, as most manufacturers dealing with him know, is generally a professional man first and a business man second. He is learning rapidly, though, thanks to the progressive methods of concerns such as the one we are discussing. The Coca-Cola Company has studied the drug store from every angle without direct regard for its own product, and what it has found out is at the disposal of the druggist as a part of the 1922 drive for business.

There will be brought home to the druggist as never before the proposition of turnover. He will be shown how to balance his stock properly. First-hand information will be given him as to the classes of drug store merchandise that turn the most rapidly and that thus bring the most satisfactory profit. The druggist will be taught the highly important lesson of display. He will be shown that he does not need to devote his valuable display space to his tincture bottles and to articles in general that everybody knows can be found in a drug store. While it may be

(Continued on page 169)



When American Boy boys go 'way to school—

One of two things decides the where. It is either Dad's loyalty to his Alma Mater or the preference built up by consistent advertising to the boy in his own magazine.

A circulation of half a million intelligent, enthusiastic followers (averaging in age between 15½ and 16 years) offers a concentrated recruiting field without parallel.

Leading boys' schools recognize this field and appreciate that the boy's vote often decides.

Looking ahead to the next generation they are planning for long rosters of loyal fathers with sons to send to school.

**THE
AMERICAN BOY**
"The Biggest, Brightest, Best Magazine for
Boys in all the World."

THE SPRAGUE PUBLISHING CO., Detroit, Mich.

(Member A. B. C.)

Branch Offices: 286 Fifth Avenue, New York; 1418 Lytton Building, Chicago



**It fits snugly—
yet it yields to every movement of the body**

As the wearing shoe, the most important of all articles of apparel, it is the quality of the material that counts. The quality of the material is the quality of the shoe. The quality of the material is the quality of the shoe. The quality of the material is the quality of the shoe.

Carter's Knit Underwear
WILL ALL THIS BLUNDER



The comfortable knit underwear that will keep you in better shape.



Shoes like lions' paws

It is the lions' paw that makes the Keds shoe so comfortable and so strong.

There are many kinds of shoes, but only one kind of Keds shoe.

The Keds shoe is the only shoe that is made of leather and rubber.

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SEE SEVENTH EDITION FIRST

**Two Watches worth ten Waistcoat
or Collar of Old Shoddy Cloth**

AGRUEN Guild Watches
making the original and genuine "WATERPROOF" watch

Six layers of unseen rubber
— makes them waterproof

The finest fabrics
— make them smart light overcoats

Raynsters

United States Rubber Company
Direct Importers

The J. Walter Thompson Company has grown large by intensive work on a small number of accounts.

J. WALTER THOMPSON COMPANY

Advertising

New York • Chicago • Boston • Cincinnati • Cleveland • London

Advertising to Get Distribution on a Seasonable Specialty

A Demand-Creating Newspaper Campaign Brings Dealers into Line

By Robert F. Degen

Of Geo. Borgfeldt & Co.

EVERY home-owner dreads ash day. It means wrestling with heavy ash cans, soiled clothes, dust and dirt in face and lungs and a trail of ashes left behind.

To lighten this burden, a number of ash barrel trucks have been put on the market, to wheel the ashes out. Their sales have usually been limited. People did not know about them. Little money was spent in advertising to educate home-owners to the time, labor and money saving advantages of these trucks.

The Oliver Whyte Co., of Boston, an old manufacturing firm of New England, was among the first to advertise an ash barrel truck. It named it the "Little Ash Man." The truck is made of welded steel with smooth-running wheels, so placed that it glides upstairs or downstairs or across the yard. An adjustable hook grips the heaviest ash can or barrel against spilling. It retails for \$5.

Three years ago the company began to advertise in a very modest way in Boston, and the response was instantaneous. This was encouraging and convinced those in charge that they had a truck that would meet with popular approval if properly presented to householders. As the factory was not in a position to market the truck in a big way, it arranged with Geo. Borgfeldt & Co. to act as national distributor.

An investigation was immediately begun to determine the best markets for the truck. A questionnaire was sent to the town clerk in the principal New England towns, asking if his town had a system of ash collection that required the householder to place his ash barrel near the sidewalk on certain regular ash collection days.

It was found that in a number

of towns there was no municipal ash collection system. In others, householders were forbidden by city ordinances from placing their ash barrels on the sidewalk for collection. In such cities, the householder had to pay an ash collector between ten and twenty cents a barrel to go down into the cellar, take the ashes out and cart it away, replacing the barrels in the cellar again. In these towns there was no market for an ash barrel truck.

In a large number of suburban towns, especially those of the residential type adjacent to large cities, it was found that home-owners paid an individual a dollar or so a week to remove the ashes from his furnace, put them into ash cans and place the cans on the sidewalk, to await the arrival of the municipal ash collectors.

In sections of the country where the climate is warm most of the year round, home-owners had comparatively little use for an ash barrel truck. It is the householder, in cold and wet climates, who must put out his own ashes on specified ash collection days himself, who is the best prospect for a truck of this kind.

It was soon discovered that people in large cities, where there are a great number of apartment houses, are not good prospects for this truck. It is true that the job of putting out the ashes falls upon the janitors of the apartment houses in these cities, but it was found that they are poorly paid and are not apt to buy the truck out of their own pockets, but would depend upon the owners to supply them. As a result it was decided that the best prospects were city and suburban home-owners.

With a rather limited advertising appropriation last fall, it was



What City Leads in Home Ownership

The Census bureau gives Des Moines first place among all cities of 100,000 or over in the percentage of citizens owning their own homes. In Des Moines 51.1 per cent of the population have no rent day.

Des Moines has 31,644 homes (census bureau) 28,094 of these city families are subscribers to The Evening Tribune—12,742 to The Morning Register (40,836 morning and evening) and 28,386 to The Sunday Register (average six months ending September 30th.) Comparatively few newspapers cover their home cities as completely as The Register and Tribune cover Des Moines.

Total paid circulation, six months ending Sept. 30—

Daily, 114,131. Sunday, 102,559.

If you haven't seen our Iowa dot maps you'll be surprised

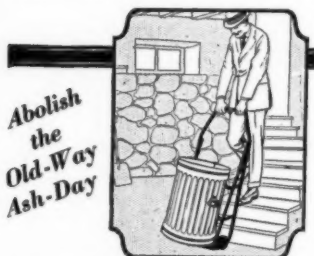
REPRESENTATIVES

I. A. Klein
Metropolitan Tower
New York City

Guy S. Osborn
Chicago, Detroit,
St. Louis

R. J. Bidwell Co.
San Francisco
Los Angeles

decided to open a campaign in the New England territory. However, the question of distribution presented a serious problem. The business depression set in a few months before the campaign opened, and dealers were not anxious to put in a comparatively new item, especially one of the seasonable kind. In addition,



**Abolish
the
Old-Way
Ash-Day**

Don't strain your back and tear your hands, spoil your clothes and your disposition, putting out the ashes this winter. Save yourself the heavy lifting, the awkward rolling of loaded barrels or cans. Buy the

Little Ash Man Ash Barrel Truck

This light-weight steel truck trundles the heaviest load smoothly. Its strategically placed two wheels—a patented feature—make it travel up and down the cellar steps as easily as it rolls across the walk. An adjustable hook grips can or barrel against any chance of slipping. Electrically welded parts and waterproof finish preserve it against hard use and winter weather.

Buy yours today—at department, housefurnishing or hardware stores—before the rush!

Price \$5.

Look for the red and white label on handle; it protects you and identifies the genuine "Little Ash Man."

National Distributors:
GEO. BORGMEYER & CO.
103 St. and Irving Place, N. Y.



ADVERTISING LIKE THIS HELPED GET
DEALERS AND GAIN INQUIRIES

many dealers were stocked with similar trucks of competing manufacturers that were not selling very rapidly, and with inventory-taking time very near, many of them would not take the trucks on, even on consignment. A number of managers of hardware and housefurnishing departments in department stores put through orders, but their merchandise managers would not approve them. All they would say was "Create the demand and we'll handle them."

The campaign was to be launched as soon as the real cold weather set in, but as we had a mild winter last year, it did not get under way until January. It was started in spite of the fact that the truck did not have more than 15 per cent distribution. The idea behind the launching of the campaign was to increase distribution and give publicity to the truck to pave the way for a campaign another season.

In addition to the metropolitan newspapers, local papers in the principal towns were used and the advertisements were run under the dealer's name, provided he placed an order for a small quantity of the trucks. By these methods distribution was gradually extended, and in addition a good quantity of the trucks was sold.

Another thing the campaign did was to discover new uses for the truck. Fruit growers wrote telling how the truck helped them in gathering their crops—a soft-drink manufacturer used it for moving ice from one part of his plant to another—factories, warehouses, shops, etc., that had too little waste to justify using a box truck found this truck worth investigating for their purposes.

As the result of last year's campaign little difficulty was experienced this year in selling the dealers on the truck's merits. The campaign now running, calls for an initial full page, followed by smaller space.

Demonstrators have been placed in the stores of the principal dealers handling the truck, to educate the sales clerks to its uses and special features. New territories are being opened this year without much difficulty.

The copy angle used is to sell the "man of the house" on how the "Little Ash Man" truck can work for him, lighten his ash day burden, save his back, clothes, hands, disposition and the life of his ash can. It is purely a man's appeal. The truck could be handled just as easily by a woman, but this appeal was discarded because men will not allow their women folk to do such heavy work while they are around.

The Tide Has Turned

When you are ready to consider
the markets of

SOUTH AMERICA

we offer you the *active coopera-*
tion of

20 Leading Publications

which we represent, and our
personal knowledge of present
market conditions in the great
world to the south of us.

S. S. KOPPE & CO.

Publishers' Representatives

TIMES BUILDING

NEW YORK

Phone Bryant 2430

We take pleasure in announcing our ap-
pointment as exclusive advertising represen-
tatives in the U. S. for

Diario de Pernambuco

Pernambuco, Brazil

The oldest daily newspaper in Latin
America and the unquestioned leading in-
fluence in North Brazil.

Usefulness is the Test of an Automotive Number

The automobile to-day is an important factor in the life of the individual American.

The development of the industry means cheaper and better transportation, better roads, cheaper food, wider distribution of commodities.

Collier's 20th Annual Automotive Number will tell about the various phases of the automobile and motoring *in terms of the individual.*

It will be the most useful number, to the reader and to the automotive industry Collier's has ever published.

Collier's

THE NATIONAL

20th Annual Automotive Number

January 7th, 1922 Issue—the week of the

Forms close December 8, 1921

A Special Supplement for 30,000 Automotive Dealers

The problems of the automotive dealer, the last link in the selling chain, are the most pressing problems of the entire industry.

How can he be helped to bigger and better business? How can he reduce his overhead expense? How can he attain greater selling efficiency?

These are the things Collier's has asked men of experience and vision to tell about in its special supplement for dealers.

Each advertiser using page space in the 20th Annual Automotive Number is entitled, without charge, to one page in the Supplement.

Collier's

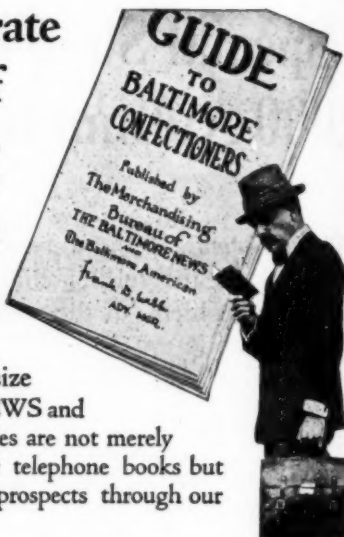
WEEKLY

Automotive Number

the New York Automobile Show

The recent rate reduction gives Colliers the lowest advertising rate in the national field

Quick, Accurate Method of Covering Baltimore Confectioners



WE cannot emphasize too strongly that **NEWS** and **AMERICAN** Route Guides are not merely listings from directories or telephone books but the actual routing of live prospects through our personal checkup.

This affords an accurate and quick canvass of the city. Also a tremendous saving in labor, time and attending expenses. In addition, it gives the manufacturer a correct mailing list and eliminates waste postage on followup work.

For confectionery distribution in Baltimore use **The NEWS** and **AMERICAN** Confectionery Route List! This List is copyrighted but gratis to you if you send your representative to us with a letter introducing him and asking for it.

*Combined circulation 180,000 daily and Sunday.
Rates, 30c daily; 35c Sunday, on 1,000 line contract.
Sunday American Rotogravure, 35c per line flat.*

THE BALTIMORE NEWS

Evening, Daily And Sunday.



DAN A. CARROLL
Eastern Representative
150 Nassau Street
New York

The Baltimore American

Morning, Daily And Sunday.



J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

Frank B. Webb
Advertising Manager

Association of National Advertisers Elects George S. Fowler

Platform Defines Business of Association to Facilitate the Progress of Advertising

FOR three days last week over 200 members of the Association of National Advertisers at their annual meeting in Lakewood, N. J., heard addresses that revealed an optimistic spirit for business in 1922; discussed advertising and merchandising methods and listened to plans for the future of the association.

George S. Fowler, advertising manager of Colgate & Company, was elected president of the association, on a platform which, Mr. Fowler told a representative of **PRINTERS' INK**, could be summarized in the statement, "the primary business of the association is to facilitate the progress of advertising." In accepting the presidency Mr. Fowler said:

"The business of advertising is to sell. The Association of National Advertisers will be strong in proportion as we all remember that no matter what the internal problems of advertising, they are but incidental to the business of advertising and selling.

"Even such important questions as the advertising rates we pay and the method of remunerating advertising agents — even such problems are but incidental. While they are being solved, the real work of the Association of National Advertisers will continue to progress—that is, to promote advertising as an integral part of most business.

"Representing as it does, in total, a large investment in the business of advertising to help the distribution of goods, the Association of National Advertisers should always in the future, as it has in the past, approach in the spirit of co-operation any question touching on the business of advertising.

"The representatives of our more than 300 member companies of the Association of National Advertisers realize that our main

job is to work not only with each other, but with other forces to make advertising of greater value to business."

The first address of the convention, which was made by Samuel M. Vauclain, president of



GEORGE S. FOWLER

the Baldwin Locomotive Works, was an optimistic statement on the outlook for business in 1922.

"If we do not have a 70 per cent business in 1922, I'll be disappointed," Mr. Vauclain said, and continued:

"The business that we get in 1922 will be to a large extent the business that we get in foreign lands, but we've got to know how to get it. We lost as a nation a considerable part of the miscellaneous business of South America because we charged the highest prices, because we delivered when we got ready instead of keeping our delivery promises, and because we insisted on forcing on

our Latin-American customers the goods we wanted to make instead of the goods they wanted to buy. There has been a lack of common business honesty during the past several years represented in the repudiation of orders and contracts, both in foreign and domestic business, that has caused untold damage.

"Establish a reputation with your customer," he said. "If you have promised to ship tomorrow, ship tomorrow at all costs—not the day or week after. If your customer lacks the money, lend it to him. There are few bad debts in good business. The Philadelphia manufacturers charge off less for bad debts than the banks of the city, and we look on the banks as towers of strength. Establish a real service relationship with your customers and you will make friends who will not fail you. Why shouldn't the world be our market? Let's let the world know what we make.

"The Baldwin Locomotive Works now has about 60 per cent foreign business and 40 per cent domestic. We are going to try to hold it on about a fifty-fifty basis. You must keep your domestic and foreign sales forces separate. Neither can work to advantage in the other fellow's territory. Send your own man after the business and do not entrust the reputation of your company or your service to a man or a concern to whom your business is an incidental side-line.

"Give your man responsibility. Too many executives are looking for a scapegoat whom they can blame if things go wrong. The losses and mistakes of a company are up to the chief executive. When things go right, he must generously give credit to his subordinates for the gains. When a man has tried his best, never criticize him, but sympathize with him, and tell him that you know that it couldn't have been done better. Your men will grow to their responsibilities, it will help them do the job better the next time, and they will be full of fight and enthusiasm for their house and its products.

"Don't organize committees to

report. Send a man to do the job. He'll do it while your competitor's committee is getting ready to investigate. Call in your advertising agency and get its counsel; make your plan and go after business aggressively. Don't worry about what other business men are doing. They will take care of their business if you go on with your own. If you do this you will have good business in 1922."

OTHERS WHO SPOKE

Addresses that dealt specifically with various phases of merchandising and advertising were made by Harry J. Winsten, manager of sales and advertising, The H. Black Company; Harry Tipper, business manager, *Automotive Industries*; Jack W. Speare, advertising manager, Todd Protectograph Co.; Courtland Smith, special assistant to Postmaster-General Hays; Tim Thrift, advertising manager, American Multigraph Sales Company; Alan C. Reiley, advertising manager, Remington Typewriter Company; C. W. Darden, advertising manager, Strathmore Paper Company; C. W. Garrison, advertising manager, The Lakewood Engineering Company; E. St. Elmo Lewis, vice-president, Campbell-Ewald Company; Charles F. Abbott, National Aniline & Chemical Co.; L. F. Boffey, editor, *The Purchasing Agent*; E. I. La Beaume, advertising manager, Hercules Powder Company; Thomas H. Beck, vice-president, Crowell Publishing Co.; J. F. Zoller, General Electric Co.; Edw. T. Hall, secretary, Ralston Purina Co., and C. W. Burrell, Western Electric Co.

Mr. Winston, who presented his address under the title of "Where Do We Go from Here in Advertising?" gave a survey of the development of advertising, the influence of the great organizations in the advertising field, and a forecast of the relations of advertising in the future to finance, production and sales.

Mr. Reiley, in his address, said: "Business is convalescing from a serious illness, and we cannot expect it to be fully active too soon, but it is no longer a helpless

invalid." He summarized the factors in the general situation that evidenced business recovery.

Speakers who followed Mr. Reiley gave specific reports as to their industries. While no details were given as to the character of the plans, the majority of the speakers stated that their companies were planning more intensive and aggressive sales and advertising efforts for the coming year.

Mr. Tipper in an address on "Where are we headed for in marketing?" said that costs are increasing steadily and reduction of prices of commodities will depend largely upon the ability to decrease distribution costs.

An address by E. St. Elmo Lewis on "The Public Sees a Business through the Marketing Departments," is printed in part elsewhere in this issue of *PRINTERS' INK*.

Dr. Herbert Hess, professor of commerce, Wharton School, University of Pennsylvania, presented to the convention a plan for the establishment of a university advertising research bureau through the co-operation of the Association of National Advertisers and research departments of American universities.

At the annual dinner Hon. Walter E. Edge, U. S. Senator from New Jersey, spoke on tariff problems.

Richard Spillane, of the Philadelphia *Public Ledger*, presented before the convention a report on a ten weeks' trip throughout the country investigating business conditions.

The convention passed and made public announcement of the following four resolutions:

(1) **RESOLVED**, that a definite movement be started by the Association of National Advertisers, in co-operation with other business associations vitally interested, to bring about a national standardization of selling literature; with the object of eliminating waste, loss of time, decreasing the present high cost of printing and mailing costs, and bring benefits of longer life and more diversified uses to such literature, and so be it **RESOLVED**, that the Association of National Advertisers appoint a committee, which will add to it one member from bodies such as the Direct-by-Mail Association, Ad-

vertising Clubs of the World, Purchasing Agents' Association, United Typothetae of America, Bureau of Standards, Washington; National Lithographers' Association, Writing Paper Manufacturers' Association, Cover Paper Manufacturers' Association, Book Paper Manufacturers' Association, Business Papers' Association, Automobile Chamber of Commerce, Society for Electrical Development, American Hardware Association. Others may be added. **RESOLVED**, that this Committee develop such standards as will introduce efficiency and economy in our selling literature and publications: **RESOLVED**, that one major purpose of this Committee will be to urge the adoption of standard sizes, weights, folds and grades of papers to be used by all classes of business where paper is used in quantities.

(2) **WHEREAS**, it is the conviction of the Association of National Advertisers that the practice of commercial bribery, defined as the payment of gratuities by sellers to buyers or representatives in the employ of buying concerns or buyers, for the purpose of influencing or securing purchases, is practiced to such a degree as to be a menace to the up-building of business on an honest basis, to fair trade practices and policies, and to the best interests of the public and the community in general; therefore be it

RESOLVED, that the members of the Association of National Advertisers pledge their support to bill H. R. 5632—67th Congress, 1st Session, or any similar form of legislation which is now or may be before Congress to make commercial bribery a Federal penal offense, and to take such action as may later be deemed advisable by the Executive Committee of the Association to arouse sentiment to secure favorable action; and be it further

RESOLVED, that we urge upon organizations, trade and business associations and publications to take an active part in urging Congress to take favorable action on the bill to further protect interstate and foreign commerce against bribery and other corrupt trade practices, and that the Secretary be and hereby is instructed to file a copy of this resolution with all members of the House Judiciary Committee and to urge all members of this Association to write their Congressmen and Senators requesting their support to this legislation.

(3) **WHEREAS**, American Industry during the year 1921 has generally gone through a drastic process of liquidation not only in production costs, including labor, but also in distribution expense, even to the sacrifice of any possible profits, and

WHEREAS, a notable exception to this general movement has been the publishing industry, especially the newspaper branch, in spite of the fact that its production and material costs have declined to a substantial degree; therefore be it

RESOLVED, that the members of the Association of National Advertisers be urged to continue to bring to the attention of publishers the necessity of their catching up with the liquidation movement by a more general reduction

and readjustment of advertising rates in 1922.

(4) WHEREAS, the Secretary of State of the United States of America has presented to the Limitation of Armament Conference in Washington a plan whereby the danger of another world war may be rendered remote, be it

RESOLVED, that we, the members of the Association of National Advertisers (in convention assembled), express ourselves as in full accord with the aims and aspirations of the Administration in its efforts to effect a reduction and limitation of the armaments of the powers.

Other officers elected in addition to Mr. Fowler were: Vice-presidents, P. L. Thomson, General Electric Co.; R. N. Fellows, Addressograph Co.; G. L. Sumner, International Correspondence Schools. Directors: F. N. Sim, Timken-Detroit Axle Co.; P. M. Zimmerman, National Lamp Works of General Electric Co.; Walter Weedon, The George W. Blabon Co.; W. S. Ashby, Western Clock Co.; E. E. Taylor, Carnation Milk Products Co. Directors continuing in office from last year are: W. T. Chollar, Lakewood Engineering Co.; H. K. Gilbert, Oliver Typewriter Co.; E. T. Hall, Ralston Purina Co.; E. I. La Beaume, Hercules Powder Co.; W. A. McDermid, Autographic Register Co.; T. C. Tucker, California Almond Growers Exchange, and J. S. Wichert, Mellin's Food Co. of North America.

Cincinnati Agency Has New Accounts

The Procter & Collier Company, Cincinnati, has secured the advertising accounts of the following Cincinnati companies: The Huenfeld Company, Boss ovens; the Icy-Hot Bottle Company, Icy-Hot vacuum products, and the Milnor Electric Company, electric jobbers.

Syracuse Washing Machine for Street & Finney

The Syracuse Washing Machine Corporation, Syracuse, N. Y., maker of the Easy Vacuum Electric Washer, has placed its account with Street & Finney, Inc., New York.

Detroit Branch Office Opened by "The Iron Age"

Don G. Heinly, Michigan advertising manager of *The Iron Age*, is now located in the new *Iron Age* Detroit office.

Portland, Maine, Dailies in Merger

Two Portland, Me., morning newspapers, the *Daily Press* and the *Herald*, have recently been combined. They will appear beginning this week under the name of the *Press-Herald*. The new paper will be issued from the plant of the *Press*, which was recently purchased by Guy P. Gannett of Augusta, one of the owners of the *Herald*.

The *Press* was established in 1862, and its last owner was Senator Frederick Hale, who retired from the newspaper business to give his whole attention to Washington affairs. The *Herald* was the successor of the *Daily Eastern Argus*.

Nips Perfume Account for Grandin-Dorrance-Sullivan, Inc.

Nips, Incorporated, Hoboken, N. J., manufacturer of Nips for individual applications of perfume, distributed by the E. T. Brown Drug Company, New York, has placed its advertising account with Grandin-Dorrance-Sullivan, Inc., New York.

Advertising plans include the extension of the present use of Sunday rotogravure sections in various parts of the country, and consideration is being given to a national campaign in magazines of general and class circulation.

New Accounts for Donovan-Armstrong

The advertising accounts of the Schulze Baking Company of Chicago, and Burdan Bros., ice-cream manufacturers with headquarters in Pottstown, Pa., have been placed with Donovan-Armstrong, Philadelphia.

Schulze is advertising featuring Schultze's Butter-Krust bread. Burdan "copy" is merchandising ice-cream as an all-year-round food product.

Emerson-Brantingham in New Campaign

A new advertising campaign involving the use of business publications and farm papers is contemplated by the Emerson-Brantingham Implement Company, of Rockford, Ill. Plans are now being worked out by the Porter-Eastman-Byrne Co., advertising agency of Chicago which recently secured the account.

Hot Point Account for George L. Dyer Co.

The Edison Electrical Appliance Company, of Chicago, manufacturer of the Hot Point electric appliances, the Hot-Point-Hughes electric ranges, and the Edison Appliances, has retained The George L. Dyer Company as merchandising and advertising counsel.

Philadelphia

is the third largest market for Stocks and Bonds in America

In Philadelphia those who watch the market, as well as those who are active in it, are constant readers of The Bulletin.

The Bulletin is relied on by Philadelphia's investors because of its accuracy, and the elimination of non-essential or misleading reports.

High grade Financial advertisements are accepted and are given special attention and care.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin



Net paid daily average circulation for October:

487,392 Copies
a day

No prize, premium, coupon or other artificial methods of stimulating circulation are used by The Bulletin.

The circulation of The Philadelphia Bulletin is one of the largest in America and is larger than that of any other daily or Sunday newspaper published in Pennsylvania.

\$5,000 Will Buy

(This sum is used merely as a basis of estimate; greater or lesser sums have proportionately the same buying power.)

40 Pages

In publications that are the buyers' directories of the largest group of retail stores in the country, doing an annual business of \$5,000,000,000.

or 50 Pages

In magazines that are directed to the Basic Metal Industries where the amounts spent for raw material, and equipment for their manufacture, are figured in overwhelming sums.

or 75 Pages

In papers that are the market place for those engaged in producing and selling wearing apparel. Here over \$1,000,000,000 is spent each year for materials and equipment.

A.B.P.

"Member of The Associated Business Papers, Inc.", means proven circulations, PLUS the highest standards in all other departments.

or 65 Pages

In business papers that supply the needs of those producing one of the chief necessities of civilized man. The annual production of this industry is valued at \$1,000,000,000. Of this amount \$200,000,000 is used each year in the purchase of new buildings, machinery and supplies.

THE ASSOCIATED BUSINESS PAPERS, INC.
With 122 member papers reaching

or 50 Pages

In papers going to Public Institutions which purchase supplies amounting to \$500,000,-000 annually not counting new buildings.

—and so on through many fields of trade and industry.

More Advertising Power for Less Money

Here is the answer to the problem of the perplexed advertiser who needs **ORDERS** now, or who must get real **RESULTS** out of a moderate appropriation next year.

Aim at the massed buying power; hit buyers, not merely readers. In A. B. P. papers the rates enable you to advertise frequently and continuously in large space; to *concentrate* without waste on your best markets. That concentration costs less than diffusion is a principle which looms large just now.



Headquarters 220 West 42d Street - NEW YORK
54 different fields of industry

October Advertising in Chicago

This statement of display advertising for the month of October, 1921, is striking evidence of The Daily News' supremacy in the six-day field in the following important classifications:

Automobiles - - - - -	THE DAILY NEWS	FIRST! 6 days against 6
The Daily News, 38,015 lines. Next highest score, 33,961 lines.		
Books - - - - -	THE DAILY NEWS	FIRST! 6 days against 7
The Daily News, 13,625 lines. Next highest score, 8,585 lines.		
Churches - - - - -	THE DAILY NEWS	FIRST! 6 days against 7
The Daily News, 6,927 lines. Next highest score, 1,576 lines.		
Clothing - - - - -	THE DAILY NEWS	FIRST! 6 days against 6
The Daily News, 215,742 lines. Next highest score, 202,885 lines.		
Department Stores - - - - -	THE DAILY NEWS	FIRST! 6 days against 7
The Daily News, 427,361 lines. Next highest score, 271,326 lines.		
Educational - - - - -	THE DAILY NEWS	FIRST! 6 days against 6
The Daily News, 9,547 lines. Next highest score, 7,092 lines.		
Out of the Loop Stores - - - - -	THE DAILY NEWS	FIRST! 6 days against 7
The Daily News, 66,210 lines. Next highest score, 25,939 lines.		
Foodstuffs - - - - -	THE DAILY NEWS	FIRST! 6 days against 6
The Daily News, 54,425 lines. Next highest score, 42,461 lines.		
Furniture - - - - -	THE DAILY NEWS	FIRST! 6 days against 6
The Daily News, 70,131 lines. Next highest score, 34,707 lines.		
Household Utilities - - - - -	THE DAILY NEWS	FIRST! 6 days against 7
The Daily News, 13,370 lines. Next highest score, 9,622 lines.		
Jewelers - - - - -	THE DAILY NEWS	FIRST! 6 days against 6
The Daily News, 6,537 lines. Next highest score, 5,480 lines.		
Musical Instruments - - - - -	THE DAILY NEWS	FIRST! 6 days against 6
The Daily News, 34,557 lines. Next highest score, 31,882 lines.		
Real Estate - - - - -	THE DAILY NEWS	FIRST! 5 days against 7
The Daily News, 6,906 lines. Next highest score, 6,750 lines.		
Shoes - - - - -	THE DAILY NEWS	FIRST! 6 days against 6
The Daily News, 28,232 lines. Next highest score, 26,467 lines.		
Total Display Advertising - - - - -	THE DAILY NEWS	FIRST! 6 days against 6
The Daily News, 1,158,623 lines. Next highest score, 852,557 lines.		

IN NEARLY EVERY IMPORTANT CLASSIFICATION

THE DAILY NEWS

FIRST in Chicago

(Figures furnished by Advertising Record Co., an independent audit service subscribed to by all Chicago newspapers)

Football Games Furnish a Lucrative Field of Patronage

Lehigh Valley Railroad Develops Special Class of Fall Business—How Advertising Helps

By S. C. Lambert

CONSIDER the football game as a business producer for industries other than the manufacturers of footballs, the players' togs and armor and the purveyor of souvenir flags, ribbons and chrysanthemums! The ordinary prospects for others would seem to promise extremely little. One of them, however, has found it offering such encouragement that a direct advertising appeal to football fans has resulted.

With fourteen colleges and universities located on its rails, or so close as to be reached by direct service, the Lehigh Valley Railroad has managed to make a virtue of what is to many other railroads an unpleasant or none too pleasant necessity. Taking football crowds from New York to Boston to see a Harvard game, of course, is welcome business for the New York, New Haven & Hartford, but any railroad handling great hordes for a much shorter run and from which it obtains comparatively little revenue finds the business a serious interruption to commuter traffic. Oftentimes it is fraught with other difficulties calculated to try the souls of operating officials and the regular patrons of their lines.

The Lehigh Valley apparently has found its situation somewhat different. It is not a commuting railroad for New York in the larger sense of the Lackawanna, the Erie, the Long Island, New York Central, New Haven, or the Jersey Central. Then again, the number of colleges and universities it serves and their strategic location with regard to each other and most of the teams with which they play make it possible for all football business to be profitable. Beginning with the end of summer, the Lehigh Valley starts after football business. Its time-

tables carry a page devoted to the schedules of the football teams of the schools it serves. This page is illustrated with a football game picture, this year one made in the handsome stadium of Cornell, at Ithaca. Here are the institutions listed in the present schedule:

Columbia, New York University and Fordham at New York, Rutgers at New Brunswick, Lafayette at Easton, Lehigh at Bethlehem, Muhlenberg at Allentown, University of Pennsylvania at Philadelphia, Cornell at Ithaca, University of Rochester, Hobart at Geneva, University of Buffalo and Canasius at Buffalo and Niagara University at Niagara Falls.

ADVERTISING METHODS CHANGED TO SUIT LOCALITY

The railroad management does not content itself with its timetable folder advertising. For the big Cornell-Columbia game at New York on November 5 attractive quarter sheet cards carrying an action picture of Quarterback Pfann, a hero of present day Cornell men, was distributed in all of the cities along the Lehigh Valley calculated to number football enthusiasts in their midst. The card was not only an advertisement of the game, but gave full information regarding trains and even directions as to how to reach the battleground after leaving Lehigh Valley trains at the Pennsylvania station in New York. This card advertising was supplemented by newspaper advertising at some important points.

For the Cornell-Dartmouth game, which was played at Ithaca on October 29, different tactics were adopted. Dartmouth alumni in New York and that section of the country were expected to fur-

nish the bulk of the business for this game, and letters signed personally by the Assistant General Passenger Agent of the railroad were sent to all Dartmouth men of other days, calling attention to the game and the service of the Lehigh Valley between New York and Ithaca. This letter also gave the cost of tickets and Pullman accommodations, including war taxes.

Direct advertising of this character recently has found wide favor with Eastern railroads. Lists of members of organizations, particularly college alumni, etc., always are available and offer an opportunity for a special appeal calculated to bring notable results.

The annual contest between Lehigh University and Lafayette calls for still different methods. Lafayette at Easton and Lehigh at Bethlehem are only eighteen miles apart and are rivals of the deepest dye with regard to every branch of athletic activity. As a result the football game always is calculated to stir the blood and arouse the wildest enthusiasm, not only among the Lehigh and Lafayette men of today but also among the alumni of the two institutions. It does not stop there either. Lehigh is the personal pride of Bethlehem and Easton regards Lafayette as its very own. Town unites with gown on either side when the football game is staged. It is a civic contest, through the medium of the school teams, and the outpouring of non-school people always is great.

The railroad management does not hesitate to seize upon this situation. Its service to the scene of the game is well advertised, and a special drive is made for the alumni, wherever they are located. This year the drive was in the form of a postcard, appropriately illustrated with a football scrimmage, giving a full description of the service to Bethlehem on November 19, the day of the game, which was sent to Lehigh and Lafayette men the country over.

Does this advertising pay? The

returns would seem to indicate it does. Not only does it show in the actual tickets sold, but it is good-will building of an important character, especially when the advertising is directed to men now in the various educational institutions. The college men of today, of course, are the big business men of tomorrow. Now they are collecting an excellent assortment of likes and dislikes. A football game is a matter of monumental importance to them, and the railroad that gives them good service and compliments them by seeking their patronage, is going to win a hold upon them calculated to last for years to come. At least, that is the way the Lehigh Valley figures it.

On "Printers' Ink" Information Service

WM. T. MULLALLY, INC.

ADVERTISING

NEW YORK, NOV. 7, 1921.

Editor of PRINTERS' INK:

May we take this opportunity to condemn the attitude taken by one of your correspondents as noted in the current issue of *PRINTERS' INK* in which complaint is made of your service of information. It seems incredible to us that anyone could take such a position and we admire your self-control in withholding the sharp retort which you were doubtless tempted to make. If anyone wants to know how you co-operate with your subscribers, just refer them to us!

WM. T. MULLALLY, INC.,
EDWARD T. HARRIS,
Vice-President.

Advertises Executive Opportunities

Through display advertising in newspapers D. H. Brigham & Co., Springfield, Mass., have announced their willingness to train young women of some business experience for important executive positions in their organization. The company in its advertising emphasizes the entry of young women of education and refinement into business in other cities and calls attention to opportunities in Springfield.

Chicago Newspaper Campaign Against Social Disease

Newspaper space is being used by the Public Health Institute, Chicago, in an advertising campaign against social diseases. The advertisements are signed by the officers and trustees of the Public Health Institute.

Milwaukee "Journal" Promotes Brooke Middleton

Brooke Middleton, who has been with the advertising department of the Milwaukee *Journal* for some time, has been promoted to the managership of the service and promotion work of that newspaper. Mr. Middleton formerly was in Chicago advertising agency work.

Philadelphia Dairymen Appoint Advertising Manager

J. Leslie Rupert, for ten years with N. W. Ayer & Son, and later with the J. H. Cross Co., Inc., has become manager of the recently created advertising department of the Supplee-Willis-Jones Co., Philadelphia dairymen.

Frey Gets Earl Motors Account

The advertising account of the Earl Motors Corporation, of Jackson, Mich., has been secured by Charles Daniel Frey, Chicago advertising agency.

Anderson Motor Account for J. Walter Thompson

The Anderson Motor Co., Rock Hill, S. C., has placed its account with the J. Walter Thompson Co., New York.

Newspaper Campaign for Pens

A newspaper advertising campaign in behalf of the Grieshaber Pen Company, of Chicago, manufacturer of fountain pens, is being prepared by the Turner-Wagener Company, Chicago advertising agency, which has recently secured the account.

Lloyd R. Wasson with Butterick

Lloyd R. Wasson, who was with the advertising department of *McClure's Magazine*, has joined the New York staff of the Butterick Publishing Company. He will represent *The Delineator* and *The Designer*.

Rickenbacker Motor Account with Detroit Agency

Zimmer-Keller, Inc., Detroit advertising agency, has secured the account of the Rickenbacker Motor Company, of Detroit. Plans are under way for an ambitious advertising campaign to start during the winter.

Frank B. Hoffmann with Grauman Studios

Frank B. Hoffmann, painter and illustrator, has joined the staff of the Grauman Studios, Chicago.

The George L. Dyer Company 42 Broadway New York

Western Offices
76 W. Monroe St.
Chicago



**Newspaper, Magazine
and Street Car Advertising**
Publicity and Merchandising Counsel

Ethical Dentists Will Advertise

Association, through Its Members, to Send Out Series of Educational Postcards

THE dental profession will advertise—that is, the greater part of the profession, which in distinguishing itself from the advertising dentists, refers to itself as "ethical."

The plan, first put forth at the recent annual convention of the National Dental Association at Milwaukee, calls for the use of direct-mail and dental-journal ad-

per annum for a series of twelve messages to be mailed monthly to one hundred prospects. Twelve dollars would be used in postage and the \$6 go toward printing.

After the association accepted the plan the next step was the selling of this plan to the dentists of the country. This it has started to do. A booklet covering the plan in detail, has been mailed to every dentist in the United States.

In order to arouse an interest among the dentists in this booklet, a series of advertisements was prepared and through the co-operation of many dental manufacturers and dealers, full page space was donated for October and November in dental journals throughout the country.

After this journal publicity has awakened an interest among the dentists in the booklet which has been mailed and the dentists have received and digested its contents, the dental salesmen throughout the country will pool their efforts and endeavor to get their active and financial co-operation in the scheme in order to put the actual direct-mail campaign in operation by the first of the year.

A good idea of the style of appeal used in an endeavor to sell this plan to the dentists can be had from one dental-journal advertisement reproduced herewith.

A. B. C. Washing Machine Business-Paper Campaign

The Altorfer Bros. Company, of Peoria, Ill., maker of the A. B. C. electric washer, whose new advertising plans were mentioned recently in PRINTERS' INK, is now using space in business papers announcing a new scale of prices which include notable reductions on all the company's appliances.

Ernest W. Appleby Joins Gunnison Agency

Ernest W. Appleby has joined Stanley E. Gunnison, Inc., New York, as general manager. He was formerly with Calkins & Holden, Inc., and the George Batten Co., Inc., New York.

Look At It This Way

YOU would not intentionally withhold the source of oral health from your neighbors—from the fellow members of your own community.

90% of them are unaware of the benefits of mouth hygiene, and the Dental Welfare Foundation has undertaken a campaign to educate them.

But the basis of the entire plan is individual co-operation from you and from every other member of the dental profession.

We want your help.

A booklet we have sent you tells how **YOU** can help.

If you read it we believe you will help.



DENTAL WELFARE FOUNDATION
Philadelphia, U. S. A.

This course founded by Dentists' Family Company, New York, N. Y., for the use of the Dental Welfare Foundation in its campaign for the ethical dental education of the public.

DENTAL-PAPER COPY PREPARES THE WAY
FOR DIRECT-MAIL CAMPAIGN

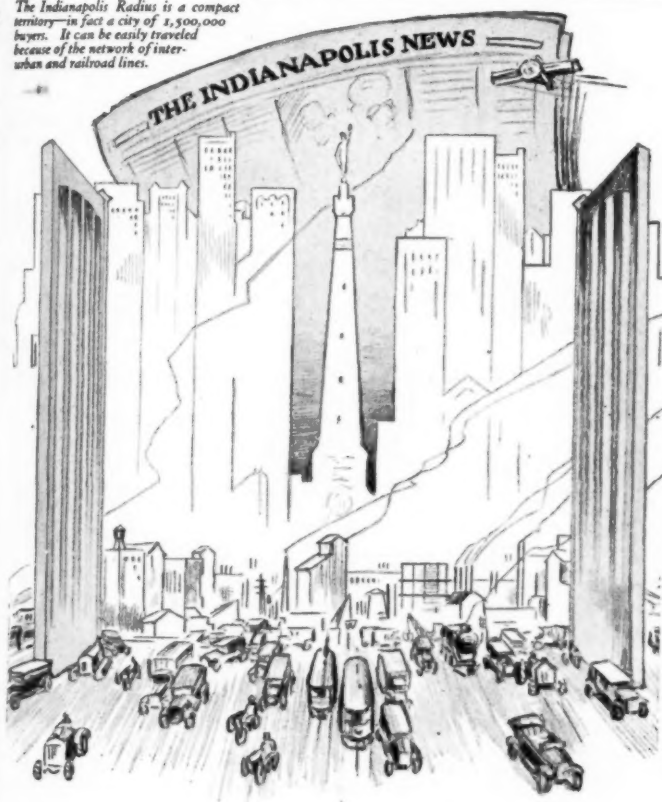
vertising. The plan which the association accepted and which is now being carried out is as follows:

To print on postal cards a series of twelve messages of approximately 150 words each, and to arrange for their widest possible distribution through the co-operation of the individual dentist in his local community. These messages are to bear the endorsement of the association.

To finance the plan, the dentists would be asked to pay \$18

A REWARDING MARKET FOR EFFORT NOW

The Indianapolis Radius is a compact territory—in fact a city of 1,500,000 buyers. It can be easily traveled because of the network of inter-urban and railroad lines.



CHECKED by any method the Indianapolis market stands out as one of the best if not *the best* for selling effort now. Fight for business where there's a chance of winning. The people are buying in Indianapolis. If your product is right, and they *know* of it, your 1922 sales in Indianapolis can be made normal.

Reaching practically every home in Indianapolis and the key homes in the rich surrounding territory, The Indianapolis News unaided will give sufficient backing for sales work.

The Indianapolis News

New York Office
DAN A. CARROLL
150 Nassau Street

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LUTZ
First National Bank Bldg.

Recognized by The Department of Commerce at Washington, D. C.



THE Grand Rapids Furniture Record is the oldest existing furniture paper.

It is credited by its readers as being the most complete business paper published on furniture store merchandising and management.

Approximately 500 letters from readers are received monthly, and information given as to where specific articles of merchandise may be purchased.

The Grand Rapids Furniture Record is recognized by the Department of Commerce at Washington, D. C., as an authority on the furniture industry.

Through its editorial leadership The Retail Furniture Association of the United States was developed into a strong national organization, furniture and homefurnishings merchants have been saved thousands of dollars by income-tax rulings beneficial to the trade, and misleading governmental statistics have been publicly corrected.

It is an A. B. P. and A. B. C. medium.


The Grand Rapids Periodical Publishing

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1265 B
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Com

The Grand Rapids
**FURNITURE
 RECORD**
REGISTERED



The Pig in the Poke
 or
How to Know Values in Case Goods
Other Features in this Issue
Four Miles From Town is no Handicap to Gay & Greenberg
How Schille Makes Better American Kitchens A Reality
Market Reports, Sales Suggestions
 October, 1921.



PERIODICAL PUBLISHING CO.
 GRAND RAPIDS, MICHIGAN.

The Grand Rapids Furniture Record has been foremost in bringing the furniture and homefurnishings merchandisers to add many new lines to their stocks.

The Grand Rapids Furniture Record is the only business paper in the field which publishes monthly a department of new merchandise that may be sold through furniture and homefurnishings stores.

Our Service Department has data that will prove invaluable to you as a basis for making your survey of this field. Just ask us—We'll be glad to send it.

VICTOR B. BAER CO.,
 1265 Broadway, Room 804,
 New York City

EDWARD R. FORD CO.,
 53 W. Jackson Blvd.,
 Chicago, Ill.

SAM LEAVICK,
 510 Union Trust Bldg.,
 Cincinnati, Ohio

Furniture Record
 Company, Grand Rapids, Mich.

Try it out in Representative Milwaukee

Home Owners

In Milwaukee 71% of the families own their own substantial homes. There are few apartments.

The percentage of home-owning families in Milwaukee is higher than in any other American city.

It generally is believed that home owners make the best buyers. Are the easiest to sell.

It takes money to keep up a home. Home owners have more money to spend—no high rents.

The Journal reaches more Milwaukee home owners than any other newspaper in the world.

The Journal is read daily in 4 out of every 5 English-speaking homes in Milwaukee.

This is a unique opportunity for national advertisers. A great market covered with one medium.

Where is there another readily accessible market that can be exploited so surely, quickly, *economically*?

The Milwaukee Journal

FIRST—by merit

HARRY J. GRANT, Pub. R. A. TURNQUIST, Adv. Mgr.

O'MARA & ORMSBEE, Inc.

Special Representatives

New York Chicago San Francisco

How Shall Manufacturers Train Department Managers for Their Distributors?

What Has Been Accomplished; Various Schools of Dealer Education Now Existing

THE BRUNSWICK-BALKE-COLLENDER CO.

CHICAGO, November 8, 1921.

Editor of PRINTERS' INK:

There is a crying demand for efficiently schooled, retail music department managers—particularly among phonograph dealers. We have no knowledge of any educational institution which is endeavoring to fulfill this need. As pointed out by the Babson Reports of September, the increase in industries, in the phonograph business since 1914 has amounted to 830 per cent—the highest of all industries, the next nearest being automobile repairing, at 375 per cent. We, in the establishment of many new dealers, are constantly looking for schooled and experienced retail managers, eligible to assume such responsibilities, and a marked degree of inefficiency among applicants prevails.

It occurred to the writer that possibly through your influence some educational institution might become interested in the development of such a department, or that you may know of some school already interested.

If you are able to furnish such information, same would be very much appreciated.

THE BRUNSWICK-BALKE-COLLENDER CO.,

A. J. KENDRICK,

General Sales Manager,
Phonograph Division.

THE problem that Mr. Kendrick describes is not peculiar to the musical instrument industry. In one form or another it runs through practically all business. Such widely separated companies as the National City Bank, Terminal Barber Shops, B. Kuppenheimer & Company, The Library Bureau, H. W. Gossard Corset Company, Packard Motor Car Company, O. C. Hansen Company, the Scholl Mfg. Co., The Penney Company, and many others have been confronted with a variant of the same problem.

We asked the general manager of Childs' Restaurants the other day what his worst problem is. "Getting men," he replied. Every business man whose enterprise is growing rapidly is up against the same thing. It is easy enough to get men for the positions of no

responsibility, but to find managers and executives capable of adequately lengthening the shadow of the big boss is another matter. The difficulty of manning the high salary end of their personnel is the only thing that prevents many companies from expanding as quickly as they would like.

Of course the obvious thing to do when a good man is wanted is to go out and hire him, taking him away from a competitor if necessary. This policy, however, is not always satisfactory. In the first place, the number of men to be obtained in this way is limited. In the second place, these men do not always succeed in their new environment. Many executives, therefore, prefer to have their men tailored to their likes rather than pick them ready-made from the field. It is with this latter method of getting men that we will deal in this article, although before launching into that phase of the subject we would like to mention two other methods of getting competent store or department managers. The first of these is to hire road salesmen who have been selling the line, but who for one reason or another wish to give up the life of a traveler. Very often these men make excellent retail managers. Several companies make a point to engage every man of this kind that they can find. Another good source of man material is men who have failed in their own businesses. Very often, these men are good salesmen, frequently they are good managers and are usually well qualified in several other directions. They failed either because they needed the stimulus of a boss or because they were poor financiers. These ex-retailers possess the employer's viewpoint and when they line up with a strong execu-

tive they generally develop into star men.

Most of the chains experienced Mr. Kendrick's trouble at some stage in their development. Getting good store managers is even harder than getting competent department managers. Mr. Penney solved this question by picking men already in his employ for the management of each new store opened. These managers were made substantial partners in the enterprise. Their efficiency was developed in this way. The F. W. Woolworth Company and many of the other chains draw on the ranks of the assistant managers every time they need a new manager. The work as assistant manager thoroughly trains these men for their more important managerial duties later on. The chains have found this system very satisfactory.

The chances are, though, that Mr. Kendrick would not care to use any of these plans. As we see it when the Brunswick-Balke-Collender Co. gets a retailer to open a phonograph department it is desirable to have some one already in his employ take the management of the department. This man may already be a good salesman, but he knows nothing about the phonograph business. It is necessary to give him some sort of training that will quickly qualify him as the executive head of this new department in the store. A course of instruction, such as Mr. Kendrick suggests, is probably the best way to fit these men for their new positions. Few educational institutions are prepared to give such a course. Several of them may, however, interest themselves in the idea, as the result of the publicity **PRINTERS' INK** is giving to the problem. The Business Training Corporation gives special courses prepared to meet specific needs in individual industries. It has already given a course to factory foremen in the Rubber Tire Division of the Brunswick-Balke-Collender Co. It gave a course in business English to 1,565 employees of the Western Union

Telegraph Company. It also gave a course to a class of 550 in the National City Bank. This latter course, we understand, is now being extended to banks throughout the country. The School of Industrial Journalism, sponsored by the New York Business Publishers Association, is under the direction of the Business Training Corporation.

The Prince School of store service and education has been very successful in training educational directors for department stores. Whether or not it would be interested in extending the scope of its department-store activities we do not know. Many of the colleges are branching out into specialized educational work. Cornell, for instance, announced the other day that it would start a course in hotel management. The chances are, though, that these college courses would be too slow for Mr. Kendrick's purposes.

Many manufacturers with difficulties similar to this phonograph maker have been obliged to get up their own courses. The nearest parallel to Mr. Kendrick's own business that we know of is the experience of the Kohler Industries, manufacturers of pianos, player pianos and piano parts. Some years ago, when player pianos first began to come into vogue, the dealers were greatly bothered with the lack of trained men to make necessary repairs after the instruments had been sold. The logical man to make the repairs was the piano tuner, but tuners knew nothing about player mechanism, and in most cases proved a failure at this new work. The need, however, for some one to do repairing was so keen that the Kohler Industries hit on the idea of starting a school for tuners. Arrangements are made with the tuner's employer to have his salary continued while he is going through the school in New York. The instruction is given absolutely free to the student. The success of the project is attested by the fact that several thousand pupils have graduated from the school to date. They



Baltimoreans Have Money to Put in the Savings Banks

☞ The mutual savings banks of Baltimore have had an increase of 3,825 in the number of depositors during the past year and an increase of \$3,903,000 in deposits.

☞ The total number of depositors in mutual savings banks in Baltimore during the year ended June 30, 1920, was 266,986 and the total deposits were \$120,983,000. Corresponding figures for 1921 were 270,813 depositors and \$124,086,000 deposits.

☞ This makes no allowance for people who have savings accounts in trust companies and does not include the scores of thousands who deposit their savings in the 600 local building and loan associations.

☞ Baltimoreans can afford to buy what they want and put money in the savings banks, too. Tell your advertising story through the columns of THE BALTIMORE SUN, whose net paid daily circulation (morning and evening) now exceeds 221,000 and you will cover Maryland's big city quickly and efficiently.

Everything In Baltimore
Revolves Around

THE  SUN

Morning

Evening

Sunday

JOHN B. WOODWARD
Times Bldg., New York

GUY S. OSBORN
Tribune Bldg., Chicago

Baltimoreans Don't Say "Newspaper"
—They Say "Sunpaper"

have come from all over the world, even from South Africa.

In like manner, the Victor Talking Machine Co. educates the sales people of its dealers in methods that will enable them to sell higher class records than the average musically uneducated person may be inclined to buy. For this reason it conducts a school at Camden. This most successful plan was described in detail in **PRINTERS' INK** for March 31, 1921.

An article in last week's issue told how the Eastman Kodak Company educates its retailers. It runs a school in Rochester, in which instruction is free to the retailer and his assistants. The H. W. Gossard Company has been running a school for years, from which expert corsetieres are graduated. The principal school is in session in Chicago for ten months every year. Branch schools are open for a four to six weeks' period in other cities. And of course The Scholl Mfg. Co.'s School of Practipedics is famous. In fact, there are any number of advertisers who run schools for the education of their distributors. These schools have been in existence so long, that the idea is now generally accepted as standard practice for the overcoming of certain forms of dealer resistance.

Numerous other manufacturers, who do not find it advisable to go into the subject so elaborately as to conduct a school, have, however, found it practical to give a course of instruction by mail. A very good course of this kind is that given by the O. C. Hansen Company, the Milwaukee Glove manufacturers. Another excellent course of this sort is furnished by the Armstrong Cork Company. It is now being advertised in the business press.

Every manufacturer should be able to adopt some one of these methods to his own individual needs.—[Ed. **PRINTERS' INK**.]

Advertising men of Sioux City, Ia., met last week to organize an advertising club in that city. William White, advertising manager of the Pelletier Company, has been elected permanent chairman.

Germany's Commercial Tactics

Germany has not mended her ways commercially, Carl W. Ackerman, director of foreign news service for the *Philadelphia Public Ledger*, declared in an address before the New York Council of the American Association of Advertising Agencies on November 16.

Germany still seeks commercial domination by means of political domination, Mr. Ackerman said. In support of this contention he read a report made to the German government by that government's commercial attaché in Italy. This report set forth the need of German political domination of Italy so that, using Italy as a commercial base, Germany would not only be able to dispose of its products in Italy by representing them as of Italian origin, but also would find a receptive market in all the Mediterranean countries. On another phase of this subject he said:

"Cheap money is the chief reason why Germany has been enabled to undersell us and other large exporting nations in foreign markets.

"However, this condition will not last much longer," he continued, "for the bottom is out of the German raw material market. Germany must now seek its raw material in foreign markets and pay for it in dollars or in pounds sterling. This means bankruptcy for Germany. But Germany must not be allowed to go through bankruptcy."

He urged that the allied nations, acting as a committee of creditors, assume the management of Germany's commercial life in order that the peace and prosperity of all peoples might be properly assured.

Heads Advertising Golfers

Charles P. Eddy has been elected president of the Metropolitan Advertising Golf Association, New York. He is secretary and treasurer of the Chas. H. Eddy Co., newspaper representatives. The other new officers of the association are: Vice-president, Rodney E. Boone, of the New York office of the *Chicago Tribune*; treasurer, D. L. Hedges, business manager of *Good Housekeeping*; secretary, Charles G. Wright, of the advertising department of the New York *Tribune*.

R. C. Campbell Represents Cook

Ronald C. Campbell has been appointed Chicago representative of the David C. Cook Publishing Company of Elgin, Ill., publisher of *Boys' World*, *Girls' Companion* and *Young People's Weekly*. Mr. Campbell has represented other publications in Chicago but now will give his entire time to the Cook publications.

Diario de Pernambuco, of Pernambuco, Brazil, has appointed S. S. Koppe & Co., New York, to be its representatives and advertising agent in the United States.

Color tells the story

Those who have used color pages in the American Home Journal (the Saturday Magazine Section of the Chicago Evening American) declare them to be most effective.

Available dates for back cover during early months of 1922.

Rate now \$1500 per page.

Saturday circulation, at five cents a copy, over 450,000.

CHICAGO EVENING AMERICAN
EVENING

LET'S HAVE THE TRUTH ABOUT WATERBURY

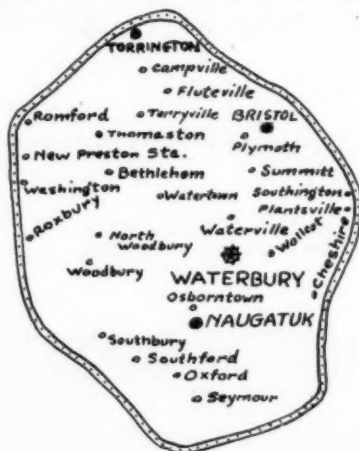
WHEN post-war rush orders stopped, men saw years of "slump" for Waterbury.

Yet what happened? In the full flush of boom times Waterbury factories employed 27,600 people, including a big percentage of women ordinarily not workers in any community.

Today every factory in Waterbury is working—a few part time, most of them normal, some overtime. They average 80% of normal in working hours. They employ 17,000,—the big percentage of women workers is cut to a minimum. Waterbury has the second largest freight tonnage in New England—larger even than Cleveland, O.!

Savings confirm the story. Waterbury banks have \$25,482,548 in 48,041 savings accounts,—an average of \$530!

Yes, Waterbury turned the corner long ago. Her industries—the great brass and time-piece manufactories—are readjusted. Workers are living well on present earnings. Retail store business is better than before the war.



**WATERBURY'S
TRADING AREA—
Embracing 140,000
People**

AND THE PART THE REPUBLICAN PLAYS

PROSPEROUS manufacturing towns and rich farm regions,—Bristol, Thomaston, Watertown, Southington, Naugatuck, Beacon Falls, Cheshire, Terryville and twenty others—send purchasers into Waterbury. The trading area extends from Torrington on the north to Seymour on the south.

And the only morning paper in this trading center to reach this densely populated area is the Waterbury Republican.

Possibly this is why it prints more national advertising than all other local papers combined! Its character and influence is unchallenged; it is the paper which above all others is an "institution" in Waterbury.

Of its 11,147 circulation (which is nearly 32% more than the second Waterbury paper), 8,055 is in the city, 3,092 outside. An actual canvas developed that The Republican is taken in 84% of the Waterbury homes in which an English newspaper is read.

To cover Waterbury and its prosperous trading area, one paper alone is necessary—the Waterbury Republican. To learn of how economically a test campaign may be run in Connecticut, write for special folio, "Connecticut and Her Trading Areas," to

GILMAN, NICOLL & RUTHMAN, Representatives

World Bldg.,
New York

Tremont Bldg.,
Boston

Tribune Bldg.,
Chicago

The **CONNECTICUT**
FIVE - STAR
COMBINATION



HARTFORD COURANT **MERIDEN RECORD**
NEW HAVEN JOURNAL COURIER
WATERBURY REPUBLICAN **NEW LONDON DAY**

—you can talk

all you want about your millions through mediums of national circulation, you can produce voluminous and impressive charts analyzing the people and the territory, you can flourish an exhaustive cross-section of any typical "Main Street"—

—but

—when you come to check up actual sales at the end of the year you will wonder what all that data and confusion have to do with actually selling the merchandise if the advertising doesn't connect with the point of sale.

In other words, the best way to sell John Smith is obviously in the town where he lives, where your merchandise is on sale, and through his local newspapers.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

Chicago
Kansas City

New York

Atlanta
San Francisco

Get the Dealers' Picture of Your Product

The Sixth of a Series of Articles on Digging Out the "Big Idea"

By an Ex-Copy Chief

WHEN one of the best known sales managers in the United States took the position of marketing manager for a company making a famous specialty he found that what he needed more than anything else was a "big idea" on which to base the company's sales and advertising plans. The company was spending a great deal of money but its marketing efforts were not registering sales effectually enough.

Being a man of action he did not take time even to hang up his hat in his new office; he started out immediately on a trip to find that "big idea." He did not know how long it would take but he proposed to travel until he found it, for he realized that his efforts would not begin to count until he had a definite marketing idea with which to work.

A salesman by instinct and training, he naturally went directly to the dealers distributing the company's product in his search for the desired marketing idea. For two weeks he traveled, stopping at various cities and towns and calling on dealers large and small. Before the middle of the third week he was back at his office, ready to buckle down to the serious job of building up sales. He had the "big idea" that he believed would sell more of the company's specialty than any other fact or idea about it. He had found it, not at the factory; not in the company's previous advertising or literature; not by a study of the product or of the consumer; but by talking to the men who sold the product to the consumer—the retail distributors. His experience had taught him that generally the dealers have discovered what it is that causes the majority of people to decide in favor of one machine or product as against another. Not that he

would take any one dealer's judgment, for he would not; but when he found that a number of successful dealers in various sections had more or less unconsciously gravitated to the same selling appeal or demonstration as a clinching argument, he knew it was one that would work up into an effectual marketing idea. And subsequent events demonstrated that his judgment was correct, for the sales of this company's specialty soon began to climb in a most gratifying way.

RETAILERS FORM A POINT OF CONTACT

Advertising men as a class have never fully appreciated, nor taken proper advantage of, the dealer's knowledge of why people buy—or do not buy—the particular brand or line or item of merchandise they are advertising. They are apt to think of retailers as a class as small-calibre business men without the wit or judgment to discover or recognize fundamental selling ideas. And, excluding the most intelligent and successful retailers, there may be some justification for this attitude, for retailers as a class are none too intelligent as merchandisers, as is convincingly demonstrated by the high mortality rate among merchants in all lines.

At the same time, even the smallest retailer comes in direct contact with his trade, and he knows their reaction to your product if you but have the wit to draw it out of him. He will not, as a rule, be able to tell you glibly just why people buy your product in preference to your competitors', or your competitors' in preference to yours; but if you talk to him for a while you will begin to get a picture of your product that you perhaps never have had before. And if you talk to twenty or thirty

or forty retailers, the composite picture will gradually begin to develop certain definite facts or ideas that stand out sharply. And generally before long one will stand out more prominently than the rest and you will begin to entertain the conviction that this is the "big idea" for which you have been looking and that some of the other points that you and all the rest of the folks at the office have regarded as most important are really only background facts, valuable as such but not of paramount importance in influencing sales.

If your experience follows the usual course, you will in your travels come upon one or two dealers who have been pre-eminently successful in selling your product and who have, either consciously or unconsciously, concentrated on the one idea that your investigation has developed as the most effectual sales-clinching idea, and there you will have found your proof that you have the "big idea" that will outweigh the claims of your competitors and sell your product to the largest possible number of people.

It is true that the modern merchant does very little arguing with his customers over whether they would like this brand better than that, or whether this appliance will do the work better than some other. He has learned to give his customers what they ask for if he has it, for it saves time and they are better pleased. Nevertheless, he does get many sidelights on almost everything he sells. People ask him questions which show him their minds, and not infrequently they volunteer information as to why they prefer a given product or brand.

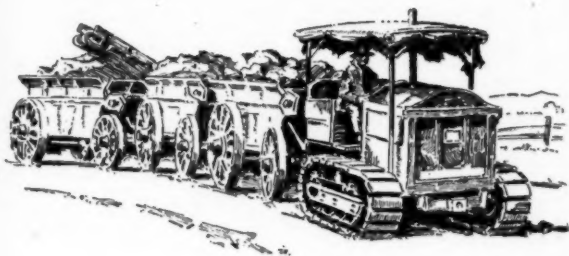
There is often a finality about a shopper's decision that is appalling or gratifying, depending upon whether it is working for or against you. This is particularly true of women shoppers. They "would not have such and such a vacuum cleaner (or oil stove or fireless cooker, or what not) in the house" because of so and so about it. Or they would not think of using a certain toilet prepara-

tion or furniture polish or fruit jar or canned fish. Why? In some cases the reason is a mere whim. In others it is deep-seated conviction. In either case, frequently it could be overcome by the manufacturer or producer, if he were but definitely aware of it, by featuring some positive idea about his product so much bigger that it would crowd out the negative idea. *For shopping decisions are governed by ideas, and all ideas are subject to bigger ideas.*

On the other hand, it happens not infrequently that shoppers are buying a product for some reason that the manufacturer or producer has never taken seriously himself, and to double or treble the sales of that product requires but to double or treble the prominence of the idea representing that reason. This is a simple statement of a tremendously important marketing truth. If more business men, and particularly advertising men, realized this there would be fewer idea-less advertising campaigns running in the newspapers and magazines.

Referring back to the subject of negative ideas, let us face another fact not generally appreciated: There may be a "big idea" working *against* as well as *for* a product. The idea may not be very big actually, but relatively it may be big enough to overbalance all other ideas concerning that product. More than one manufacturer has gone down to defeat—and often needlessly—in a battle with a negative idea about his product. Naturally, the facts must be known before steps can be taken to overcome an idea that happens to be working the wrong way. And the dealers' picture is quite likely to develop all the facts, both for and against.

There is only one really effectual way to get the dealers' picture of your product and that is to go out among the dealers and talk with them—and with their clerks. Questionnaires are all very well, and so are salesmen's reports, but a personal chat is most likely to give you a clearer picture of your product as it looks at the point of sale. One reason is that



Special

HIGHWAY NUMBER

January 12, 1922

Published at the time of the 13th annual Good Roads Show which will be held at the Coliseum, Chicago.

Representing *News-Record* and its advertisers at the convention.

Offering manufacturers in the field an opportunity of putting an aggressive bid for highway business in an issue that will go to interested highway men—

At a time when they are actually seeking result-producing or time-saving methods.

Send space reservations and copy instructions early.

Engineering News-Record

Member
A.B.P.

Member
A.B.C.

One of the Twelve McGraw-Hill Publications
Tenth Ave. at 36th St., New York

you see it in the setting of its competition, and the other is that you can explore any unexpected paths that may open up before you as you talk.

Three things are of vital importance in starting out to get the dealers' picture:

First, that you keep an absolutely open mind and be prepared to entertain any ideas that your investigation may develop.

Second, that you keep completely hidden in the background the fact that you are looking for the "big idea." If you do not, the dealer will either get stage fright, or else he will strain his imagination trying to help you find the idea, and in so doing very possibly throw you completely off the track.

Third, that you be patient and not try to hurry the picture. The true artist never goes up to a picture. He stands back and lets the picture come to him. So should the investigator who is out to view the dealers' picture of his product. If he looks too closely or too intently he will get a distorted picture. But if he goes along his way, getting all he can from each merchant in an easy, chatty way, without trying to make weighty deductions out of each little remark or incident, and without worrying about when he will begin to see the picture, the first thing he knows it will begin to come to him, faintly at first, and then a little more sharply, until some morning he will wake up with the complete picture developed. When that day comes he will wonder why he has never seen his product or proposition from that viewpoint before. And if he is fortunate he will find that he has discovered the "big idea" upon which he can base his entire marketing campaign.

Meanwhile as a by-product he will have developed enough ideas and angles for advertisements, booklets, demonstrations, etc., to last him a long, long time for he will get not the office viewpoint on his product, but the consumer viewpoint as revealed at the point where the decision for or against his product is actually made.

Motor Publications Sold to Chicago Man

The property of the Automobile Blue Book Publishing Co., which includes *Motor Life* and the *Blue Book*, has been sold to Joseph J. White, of Chicago. The property will be operated as heretofore both from New York and Chicago, the printing, mechanical work and distribution being handled in Chicago.

C. G. Sinsbaugh has been appointed general manager of *Motor Life* by the new owner of that property. Prior to becoming associated with *Motor Age* in 1905, he was connected with daily newspapers in Chicago. From 1915 to 1919 he served with *Motor* in New York and for the last two and one-half years has been with *Motor Life*.

Advertising Women Hold Monthly Dinner

The monthly dinner meeting of the League of Advertising Women of New York was held last week at the Advertising Club House, New York. The speakers and their subjects were: William A. Thomson, of the American Newspaper Publishers Association, "The Newspaper as a National Advertising Medium"; S. Keith Evans, vice-president of Evans & Barnhill, Inc., New York, "Rotogravure Advertising"; Edith M. Burtis, secretary of *The Silent Partner*, "Acquaintances in Business"; and T. D. MacGregor, vice-president of Edwin Bird Wilson, Inc., New York, "Bank Advertising."

Five New Accounts for New York Agency

The Carr & Columbia, Inc., agency, New York, has secured the following new accounts: Sphinx Gramophone Motors, Inc., New York, for which trade papers will be used; Louis L. Allen, New York, antiques, and Cooper-Williams, Inc., Boston, furniture, using newspapers and magazines; Locke & Company, New York, automobile bodies, and F. M. Crawley & Brothers, Montclair, N. J., real estate, using magazines.

Youngstown Agency Has New Account

The Automobile Device Company, Cleveland, has placed its advertising account with the Frailey Advertising Company, Youngstown. "Traf-o-lite," a combined stop light and tail light, will be advertised through newspapers, trade publications and other national mediums.

G. D. Milson New Official of Dorland Agency

The Dorland Agency, Inc., New York, has elected G. D. Milson vice-president. Mr. Milson has been assistant manager of one of the branches of the Bank of America, New York, and also has engaged in the export business.



What goods will the people of the Northwest want this winter; how much will they buy; how can they be reached? Ask The Journal. Part of this newspaper's effective service to advertisers is the furnishing of timely accurate information about this prosperous market.

THE MINNEAPOLIS JOURNAL

*Represented in New York, Chicago, and
San Francisco by O'Mara & Ormsbee*

"Our retail merchandise sales totaled \$970,348 last year in a town of 2640 population"

So writes the Hand Trading Company of Pelham, Georgia. Seventy-five per cent of this was with farmers.

"One has only to take a trip through South Georgia to see how the farmer is advancing. He is improving his farm and building a better home, with modern comforts and conveniences. He owns an automobile, has a telephone and often electric lighting and water systems. The rural free delivery brings him the daily newspaper and his own business publication.

"As a result we now must carry the nationally advertised goods to hold the farmers' trade. Last spring we missed the sale of some talking machines because we did not have a certain make, widely known because of its advertising."

The COUNTRY

The Country Gentleman The Ladies' Home Journal The Saturday Evening Post



THE COUNTRY GENTLEMAN fosters those things which make for farm progress — crop diversification, power machinery, better marketing and a viewpoint proportionate to the importance of farming, the world's largest and most essential industry. It is the business publication of over 800,000 families interested in farming. It offers the advertiser the most favorable introduction to a great and growing trade.

GENTLEMAN

The Curtis Publishing Company, Independence Square, Philadelphia, Pennsylvania

Service

We enjoy showing prospective buyers our splendid plant. But of more importance to them than our array of machinery is the service we are rendering our clients. This we cannot show. You will never know how much time and worry we will save you until you too have enjoyed the peace of mind which comes from the knowledge that your printing is well placed.

Charles Francis Press

Printing Crafts Building

461 Eighth Avenue, New York

Telephone Longacre 2320

Business-Paper Advertising Based on the Travelogue Plan

Nicholson File Company Covers Industrial Centres in Interesting Series

BACK in the fall of 1918, the Nicholson File Company, of Providence, R. I., decided that its advertising should be made more interesting. The largest manufacturer of files in the world, it wanted the readers of the business papers in which its advertising appeared to look at it. The concern wanted them to like it; to like the company that it advertised and to decide in the future to use nothing but Nicholson files.

Files are unromantic pieces of merchandise. They are just little pieces of tempered steel with milled cutting surfaces. There seems to be nothing especially interesting about them.

In spite of the commonplaceness of files, however, the first attempt to make the advertising more interesting was the weaving of romance into the advertisements. During the latter part of the war, scenes were shown of ships, guns, airplanes, shipyards, depth bombs dropped from airplanes, anti-aircraft guns and the like. The story of the part Nicholson files played in making these possible was then told.

During the reconstruction period the rebuilding of bridges and the railroads in France, the tractors to feed the world, factory buildings turning out the products the world needed, were all featured and the Nicholson file story told in connection with them. Then the railroads of

America, the motor truck as an aid in relieving transportation congestion, and industrial scenes were shown together with the story of the file.

Following this came comparison series showing such pictures



St. Louis

The commercial queen among cities of the Mississippi valley—great in industry—the home of 2,500 factories, but even greater in distribution of manufactured goods—annual sales approaching one billion dollars. An export city of considerable importance, via Mississippi River and the high seas.

NICHOLSON FILES

dominate in the esteem of St. Louis file users and file distributors. This is a plain statement of fact, yet in fact a tame statement. To supply the file users of the territory served by St. Louis takes no small part of the 100% UNIFORM product of the World's largest File Factory

NICHOLSON FILE CO. PROVIDENCE, R. I., U. S. A.

DRAWINGS OF LOCAL INTEREST HAVE BROAD APPEAL

as the first and the latest locomotive, the first and the latest steamship, the old horse car and the modern electric car, Watt's steam engine and the latest turbine, the old factory and the modern factory, the old covered bridge and the suspension bridge, the Erie Canal and the Panama Canal. In each case the

story the file played in this development was told.

These advertisements were interesting, they attracted attention, but it seemed possible to find a still better idea. The campaign that started in the business papers in February of this year indicates that it is not the product or the company that counts for as much as the thought and study given to finding better ways of presenting the good features of the product and the company. It indicates that the importance of the copy should not be under-estimated. It demonstrates that a well-planned campaign with carefully written copy and skilfully laid out advertising will make readers look at the advertising, like it, learn about the product and decide that it must be the very best to use. This holds true no matter how uninteresting and commonplace the product may seem.

If a person will study the people in a moving picture theatre while they are looking at the travelogues he will understand why this new campaign has proved so effective in making people look, like, learn and then want to use Nicholson files. The campaign is really a little travelogue covering thirteen cities.

In the upper half of each advertisement is a line picture of some interesting section or building in the city featured in that advertisement. Across the sky line, standing out like a brilliantly lighted electric sign on a dark night, there is a half-tone of a hand holding a Nicholson file, while in the upper left-hand corner of the page there is the company's trade-mark.

Under the picture in bold-face text there is the name of the city, and beneath it a condensed statement of the industrial accomplishments of that city. In the case of Detroit, for example, the advertisement reads:

Famed for its leadership in automobile manufacture, yet producing imposing volumes of stoves, freight cars, ships, iron and steel, copper, brass and aluminum. Varnish, paint, oils, and seeds are further important articles.

This is interesting and nearly

everyone who reads this advertisement learns something about Detroit that he did not know before. Already in the learning mood, he is sure to be impressed by the rest of the advertisement:

Nicholson Files.

are busily at work in most Detroit factories. Skilled file users there, as in most of the industrial centres of the world, value NICHOLSON FILES for their 100 per cent UNIFORMITY—twelve perfect files in every dozen.

The Seattle advertisement reads:

The Gem of Puget Sound—seaport, railroad terminal, industrial centre. Eight transcontinental rail systems feed its thriving Oriental trade — the shortest voyage to Eastern ports. Lumber, flour, foundry and machine products, furniture and leather goods are extensively manufactured in its hydro-electrically powered factories.

Then follows a paragraph of straight Nicholson copy:

Nicholson Files enjoy there an esteem that is measured by growing sales. File users of Seattle and the territory its merchants serve, value the 100 per cent uniformity and perfect cutting sharpness of these files from the world's largest file factory.

It will be noted that these advertisements which follow the same plan for each of the cities are gems of condensation. In fact, they resemble the moving picture travelogues in the brevity of the copy which might very well be used as sub-titles on the films.

We now come to a feature of the campaign that will be of special interest to the direct-mail man. The appearance of each advertisement is preceded by a mail campaign aimed at the dealers and big file users in the city to be featured. The papers carrying the advertising are also not forgotten.

This campaign consists of two pieces, a letter and a calendar. The calendar is a reproduction of a page advertisement attractively mounted above a calendar pad which begins with the month the calendar is mailed. The letter and the calendar go out about two weeks before the trade papers in which the advertisement appears reach the readers. The idea is to

Press Agent, Propaganda, Advertising Produce Differing "Reactions"

No. 16

A sanguine speaker before the advertising council of the National Congress of Retail Merchants was reported as saying that the day of the press agent is nearly gone. Maybe. But "nearly" has no time limit.

The utter simplicity of the policy of Fairchild publications defeats the wiles of press agents at the same time that it increases value of advertising space.

Printing news from all sides, reflecting every shade of opinion, treating all interests alike, these publications disarm the propagandist seeking special favors.

The men and women who control distribution in textile, apparel and related lines appreciate a news service specialized to an extent previously unknown yet free from bias or ulterior motive. They give open mind and alert attention alike to news and to advertising.

Some day you must read the dull facts below—

FAIRCHILD PUBLICATIONS include: (1) two daily business newspapers—**WOMEN'S WEAR**, paid circulation exceeding 23,500 daily, to more than 1700 cities and towns throughout U. S. A.; and **DAILY NEWS RECORD**, paid circulation exceeding 18,000 copies daily, to more than 1900 cities and towns throughout U. S. A. (Both Members A. B. C.); (2) the "twin" semi-monthly, illustrated, trade magazines—**MEN'S WEAR** and **CHICAGO APPAREL GAZETTE**—paid circulation exceeding 10,800 copies per issue, to retail merchants and their staffs in every section of U. S. A. (Both Members A. B. C.); (3) a variety of trade directories covering all branches and markets of the textile, apparel and closely related industries—the **FAIRCHILD BLUE BOOKS**—with a combined annual distribution exceeding 185,000 copies; (4) **FAIRCHILD'S BULLETIN**—published weekly in two editions, for European and other foreign countries. Head Offices: Fairchild Building, 8 East 13th Street, New York. Branch Offices: London; Paris, Washington, D. C.; Chicago; Philadelphia; Boston; Rochester. Staff correspondents or other news correspondents everywhere.

sell that advertisement to the reader before he sees the paper.

The letter that was mailed to Seattle read as follows:

"Once upon a time there was a man of our acquaintance who, becoming dissatisfied with conditions on the Atlantic Seaboard, decided that he would go out to Seattle and look things over.

"He never came back!

"At first we were worried about him, then forgot him, until on a recent trip that the writer took to the coast we bumped into him in Seattle.

"After a two-hours' conversation (he talked, we listened), it was easy to form the opinion that Seattle was 'heaven born,' and so in a very inadequate way we are showing our appreciation of what a fine town is Seattle.

"A calendar is being mailed to you under separate cover, and a replica of this is appearing as an advertisement in the following mediums."

The list of the trade papers and dates when the advertising will appear follows and the letter ends:

"We are not telling this to everyone, for it might cause comment, but, confidentially, we envy those who live in Seattle."

The letter bears the signature of Wallace L. Pond, domestic sales manager. In addition to a copy of this letter and the calendar, a letter stating what is being done and calling attention to this letter and the calendar is mailed to the papers in which the advertisement appears.

It has become quite the thing for chamber of commerce publications to make mention of this advertising as soon as the calendar and letter arrive, calling attention to the fact that the city is being given some national publicity by the Nicholson File Company. Everybody seems to be pleased. The calendars are hung up where people will see them and the advertising is so interesting that people talk about it. They not only read the advertisement about their own cities, but follow the other advertisements as well to learn what is being said about other cities.

Offers Holiday Advertising Feature

A new note in the pre-holiday period of shopping is planned by Carson Pirie Scott & Company, Chicago, which is sponsoring and introducing Aunty Claus as official assistant to Santa Claus. It will be the function of the newcomer to aid the merchant in his holiday campaign and to direct attention toward the departments in which advance business is done.

Through the regular advertising columns of each merchant's own medium Aunty Claus will offer ideas relative to gifts, their making and instructions for making. The company plans a complete layout of poster advertising and small heads, news electros and advertisements for special departments which will be furnished free to merchants except for a small charge for cuts.

Government Uses Posters in Anti-Tuberculosis Drive

The United States Department of Agriculture has had a two-color poster published and is using it as an aid in an anti-tuberculosis campaign.

This department of the Government is concerned with the need of eradicating tuberculosis in cattle, and the poster has been designed with that end in view. The poster shows two herds of dairy cattle. From all appearances the animals of both herds are healthy, but, in fact, those of one herd are diseased. The poster also shows two children, one healthy, and one tubercular. It then points out that tubercular cows may transmit the disease to children who drink the milk.

New Account for Milwaukee Agency

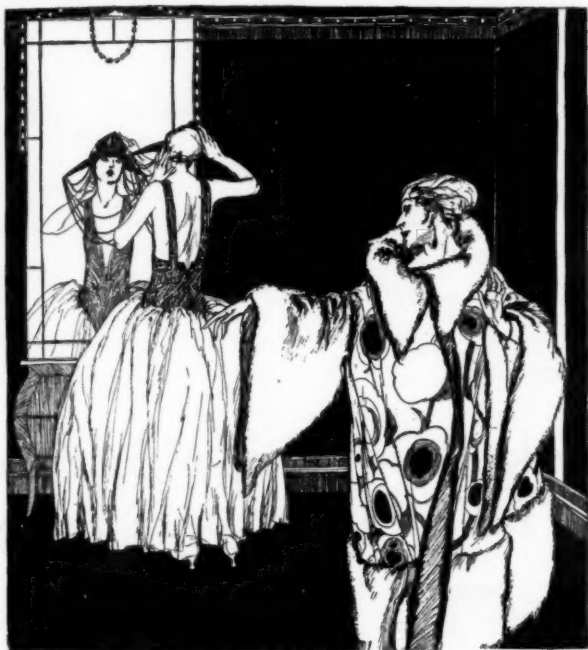
The Lindsay-McMillan Company, manufacturer and distributor of oil products and chemicals, Milwaukee, has placed its account with Hannah-Crawford, Inc., Milwaukee. A campaign, in which newspapers, farm papers and posters will be used, is planned.

Seed Account for Klau-Van Pietersom-Dunlap

The Milwaukee Seed Company has retained Klau-Van Pietersom-Dunlap, Inc., Milwaukee, as its advertising and merchandising counsel. A campaign is being prepared to run in several farm papers, newspapers and trade publications.

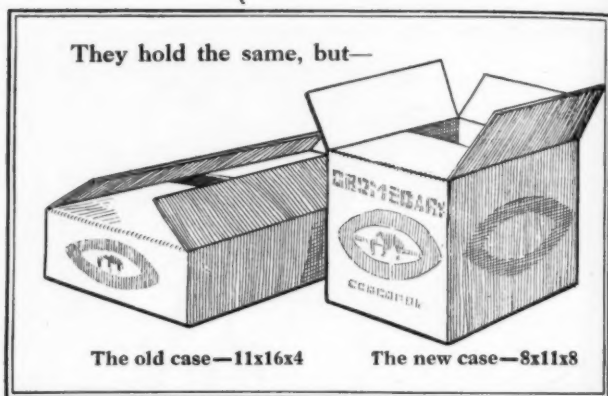
H. A. Jeffcott with Philadelphia Bank

Henry A. Jeffcott has been elected a vice-president of the Southwark National Bank, Philadelphia. He was for a number of years with the Collins Service, Philadelphia, and the Harvey Blodgett Company, St. Paul and New York.



POIRET is a name known to the fashionable woman and the advertising man alike. This year Poiret sent his entire collection of new winter models for the first time to one Fifth Avenue establishment, and this collection was reproduced in but one magazine of fashion—

Harper's Bazar



Make your shipping case do its share of the selling



A LEADING manufacturer wasn't satisfied with his shipping case. It was neither as strong nor as economical as it should have been—but the big objection was lack of surface space for advertising display.

Examination of his shipping cases showed that they were long and flat—11x16x4.

Gair experts calculated that doubling the depth and decreasing the length and width—so as to make a case 8x11x8—would give them the same carrying capacity with greatly increased strength and with far more display space.

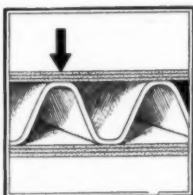
Today Gair cases of this approximately cubical type have replaced the old flat cases. Besides being stronger, they are easier to pack and easier to handle. They require exactly 30% less stock, which means an important saving on every order. And the manufacturer's message, printed in colors

and three times its former size, has far greater advertising value than ever before.

Today of all times, with business dull and the market sluggish, manufacturers should utilize every selling force. The shipping case is an important advertising medium that is seldom exploited to full advantage. With cases properly designed, with the shipper's name and message printed in colors, it is possible to make an actual "moving billboard" of every consignment.

Unique features of the Gair system

With our fifty-five years of printing experience, we offer you service which is unsurpassed. We can formulate a special ink and reserve it for your use alone. We make our own copper and rubber plates. Our laboratory tests assure uniformly satisfactory results. *We can reproduce your identifying trade-mark so accurately, so vividly on your shipping cases that they will advertise your products and win you new prestige wherever they go.*



The vital bond—The most vital point in a corrugated case is the bond between the corrugated strawboard itself and the outer facing on each side. The Gair method secures firm adhesion which cannot weaken or tear loose, giving to Gair cases unusual resiliency and strength.

With six great plants located at strategic points to serve manufacturers in widely separated territories, the Gair system is the largest of its kind in the world.

All our resources—unrivalled mechanical facilities, years of knowledge and experience, the skilled services of a staff of experts—are at your disposal. *Gair service covers every essential of modern package merchandising: Folding boxes, Labels, Lithography, Corrugated and Solid fibre shipping cases.*

ROBERT GAIR COMPANY

350 Madison Avenue, New York

CHICAGO

PHILADELPHIA

BOSTON

BUFFALO

Member of



Container Club

Unlike Any Other Community

Joplin, Missouri

The Market 240,000

The reason why Joplin, with only some 30,000 population, appears on a number of lists designating mainly larger cities, is because Joplin controls a population unit of 240,000 within an average trading radius of 39½ miles.

And this splendid section of diversified business—mining, farming, fruit growing, manufacturing, wholesaling, retailing, is criss-crossed by a net work of seven railroads, two interurban electrics, and many splendid roads.

Unlike Any Other Newspaper

Joplin Globe

(A. B. C. Member)

Paid Circulation - - 22,204

Average for 6 Months Ending September 30, 1921

Line rate 8c flat. Mornings except Monday

The Joplin Globe completes the requirements necessary for advertisers to serve this self-contained merchandising zone.

The Globe is an aggressive influence for good. To the Globe is due much of the extension of Joplin's trading territory, the furtherance of good roads, the development of industry.

Joplin, in extreme southwestern Missouri, serves the corners of Oklahoma, Arkansas, Kansas and Missouri. Splendid wholesale service in Joplin minimizes competition from Kansas City or St. Louis. And the policy of the Joplin Globe is such as to assure wholesale supremacy for its local people.

Representatives

E. Katz Special Advertising Agency

Established 1888

Chicago Kansas City New York Atlanta San Francisco

Using the Order-Blank to Fight Return Goods Evil

How a Delicate Mail-Order Advertising Problem Is Met by the Kalamazoo Stove Company

By C. M. Harrison

A DELICATE advertising problem is now being undertaken by some of the retail mail-order houses in an effort to tighten up a bit on the return goods privilege. The good old days are gone forever so far as this privilege in the retail store is concerned. The Government restrictions which the retailer so eagerly accepted during the war have been retained, at least in a modified degree. It now remains for the mail-order concerns to close down on the habit.

It probably is true that the human race as represented in this United States of America is inherently honest. Mail-order concerns large and small have established to their satisfaction, that the average person is more likely to discharge promptly an indebtedness incurred by mail than he is to pay a bill at his home store. But regardless of all this, it is pretty generally agreed that the mail-order house, no matter what its size, is imposed upon to the absolute limit when it comes to sending back goods.

One time a PRINTER'S INK representative was taking a walk through one of the stock floors of Montgomery Ward & Company with Henry Schott, who then was a vice-president of that firm. A boy was seen pushing a large truck filled with shoes. Some were new and others apparently had been worn as long as six months.

"Those are returned goods," Mr. Schott explained in answer to a question. "Yes, some of them are entirely worn out, as you can see but a new pair of shoes was sent in each instance. This is something we can't help. We guarantee satisfaction and although some of our customers abuse our confidence the whole thing is an asset too valuable for us to endanger by restrictions."

The losses incurred through such procedure, always serious, became much more so when business slowed up. If anything it seems that the people grew more critical than ever. The quantity of goods returned increased out of all proportion to the sales. But even at that the proposition was one to be handled with the utmost care.

Any straight out restrictions, such as those employed by the retail stores, would be fatal to the mail-order business. Concerns selling goods by catalogues have got to emphasize and reiterate their determination to please their customers at all hazards, which means that goods not entirely satisfactory may be returned.

Any organized campaign against this evil by the mail-order house would be likely to defeat its own ends. The mail-order man is always on the defensive anyway, knowing that the one serious flaw in his system of doing business is the lack of service. He has to be prompter in the adjustment of all claims and make no argument at all over returned goods or otherwise he is going to show up in undesirable contrast with the retail store.

MAIL-ORDER HOUSES SEEK A FAIR TRIAL OF GOODS SOLD

The thing the mail-order houses want to do is to persuade customers to write first and await a reply before sending goods back. If this is done adjustments often can be made to the complete satisfaction of the customer. The usual plan, however, is to send back the goods forthwith without any preliminary notice, thus blocking any likelihood of adjustment.

The Kalamazoo Stove Company, of Kalamazoo, Mich., is handling the problem very diplomatically

by means of the wording on its order-blank. Throughout the Kalamazoo catalogue there is carried this sentence: "Every article we sell must satisfy you or you get your money back." This is one of the underlying principles of the company upon which it makes good absolutely and without question on every transaction.

But on the order-blank there is an innocent and perfectly fair little notation to the general effect that for thirty days the purchaser shall carefully follow the operating directions for the stove, range, furnace, phonograph, cream separator or whatever Kalamazoo product he buys. It is understood that the thirty-day period is really to give the buyer an opportunity to examine the purchase and to find out if it is entirely as the company represents it.

And here are the teeth in the contract as represented by the order blank:

"If I find at the end of thirty days," the blank says, "that the article I purchased is not exactly as represented by the Kalamazoo Stove Company, I shall notify the company immediately. If it cannot satisfy me I will then recrate the article and deliver it to the railroad freight station where I received it."

In many cases the matter is fixed to the entire satisfaction of the customer, with the latter keeping the goods he wanted to return. Time and again the dissatisfaction comes from some misunderstanding as to operation or disregard of directions. Actual defects in the merchandise are few. After the matter has reached the correspondence stage it is often established that the people want to return the goods because of a decision that after all they cannot afford to buy them.

The matter is not argued at all. The company stands absolutely on its agreement. But, without the least prejudice to this, misunderstandings can be adjusted and purchases confirmed through the medium of well-directed correspondence.

If the Kalamazoo company were to give prominence through the

catalogue to the fact that the customer must notify it before sending back goods it might just as well not send out the catalogue at all. But by placing the restriction in the order-blank the customer cannot take offense and the good work is done.

No mail-order house would think of abrogating the return goods privilege or of restricting it to any considerable degree. All it can expect to accomplish is to persuade the customer to write it first and to give it a chance before sending back goods. Well directed correspondence then can step in. And often, after writing, the customer decides of his own accord that he will keep his purchase.

This is only another example of the advertising possibilities of the order blank. It really seems that the mail-order people can go a long way toward solving this most difficult problem if they will allow the order-blank to carry the advertising burden of persuading the people to think at least once before they demand a return of their money.

Chicago Bank Advertises Premium Offer

With a view of swelling the number of its depositors a Chicago bank is using newspaper space to advertise an unusual premium offer. For a limited time each new depositor opening a savings account of five dollars or more is offered a high grade self-filling fountain pen. The depositor's name is, in addition, engraved in gold on the barrel of the pen.

Piggly-Wiggly Variety Opening Soon

One of the first of the variety stores planned by the Piggly-Wiggly Company will be opened in New Orleans in January to compete with the 5 and 10 cent stores. More than 5,000 items of merchandise will be carried, the range of prices being from four to thirty-nine cents. The store will include a sheet music department and a made-in-New Orleans candy department.

Opens Agency in Philadelphia

William S. Allen has established an advertising agency in Philadelphia under his own name.

He was formerly advertising and publicity manager for the Southwark National Bank, Philadelphia.

Profits
and Quick Action for
Financial Advertisers in
THE
Minneapolis Tribune

In the first nine months of 1921 The Tribune carried over 80,000 lines MORE financial advertising than any other Minneapolis newspaper.

Offerings through The Tribune invariably obtain their Northwest quota quickly.

This is true because The Tribune has the reader interest, the prestige, and a circulation far in excess of other papers.

BECAUSE THE GREAT MORNING TRIBUNE, FIRST TO REACH BUSINESS MEN AND INVESTORS, IS THE ONLY MORNING PAPER PUBLISHED IN MINNEAPOLIS.

Because The Morning Tribune, The Evening Tribune (with separate and unduplicated circulations), and The Sunday Tribune give financial advertisers complete coverage from the wealthiest to the least moderately situated of the people.

Because the readers of The Tribune believe in it and have confidence in both its news and its advertising pages.

We will be glad to send you a booklet indicating the purchasing power of the Northwest. Write for it.

National Advertising Representatives

JOHN B. WOODWARD
Times Building
New York City

GUY S. OSBORN
Tribune Building
Chicago

Why Colgate Uses Educational Advertising

Would Rather Educate the Consumer to a Habit Than Sell a Unit

By George S. Fowler

Advertising Manager, Colgate and Co., and President, Association of National Advertisers

THERE are a lot of new products in our line, and what I will tell you of one product will apply in a large measure to all of our products. We have one hundred and fifty items in our line—soaps, perfumes, dentifrices and shaving preparations, etc.

Now I would rather educate the people to a habit than sell a unit. I would rather do as we did with Ribbon Dental Cream and try to educate the public to the habit of good teeth, good health, than I would to go out and try to sell the public a unit package of Ribbon Dental Cream. I think more good can be done that way and more business can be had that way. Therefore, it is good business to be altruistic.

The first law of advertising is discontent. If you can arouse a discontent in the minds of the public with what they have and quickly substitute what you have got to sell them, you have done more than say: "Buy this product from me." So we should save the public, or try to save them, from bad teeth and bad health, which means bad digestion and bad business. We should make them discontented with bad teeth and simultaneously offer a dentifrice to help them to have good teeth.

We showed boards of education that teachers who have laggards in their rooms have to teach the same thing on Tuesday that they taught on Monday. Consequently it increases the taxes because it increases the cost of teaching. We showed the parents that the mothers are more than tired when the children have to stay at home on account of bad health. We showed the father that if he had his children go to the dentist

oftener he would not have such large tax bills and doctor's bills. We told the child quite frankly that "it wouldn't hurt you so much if you go to the dentist twice a year." We didn't say it wouldn't hurt at all; we said it wouldn't hurt so much.

We tell the public that their old habit is bad and say: "Here is a new, more healthful habit." We put our colored pages in magazines; we go to the newspapers and cover the local situation and we go to the school teachers, and dentists, and surgeons and physicians, and every known factor of educational work. We try to do good and make a dollar at the same time.

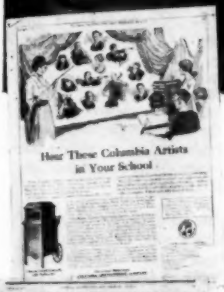
A period of years pass and we find ourselves in the position most pioneers must find themselves. After having educated a fair share of the public to use the new idea, then comes the question of whether we should politically build our fences when attacked by competitors or whether we shall go on making converts to the habit rather than to advertise simply, "Use the stuff." Well, we choose the former, and we are not so philanthropic in making that choice.

Few people pay real attention to their health. All too few know that good teeth are a foundation of health, and so in the large way of our advertising, while we may take a slant at some of our competition at times to show them we are still in the running, we go ahead trying to get out of every hundred people we reach, fifty who appreciate the need for care of their teeth. Then, if we can get, say, twenty-five out of those fifty to use our articles continuously, we feel we are progressing.

From an address before the Cleveland Advertising Club.



A Rural 8th Grade Class in Penmanship



A New Market for Your Product Today

—and sales in years to come

The Columbia Graphophone Co. realizes that the girls and boys of *today* will be the men and women, the homemakers and buyers, of *tomorrow*.

NORMAL INSTRUCTOR and PRIMARY PLANS

is used constantly throughout the month by its 150,000 Teacher Subscribers. Her ideas for teaching various subjects come as much from certain advertisements in the magazine as from the material it presents editorially. *Send for a copy and verify this for yourself.*

You, too, can reach these 150,000 Teachers having under their direct influence 6,000,000 young minds coming from 4,000,000 homes.

Let us show you how

F. A. OWEN PUBLISHING COMPANY
DANSVILLE, NEW YORK

Chicago Office:
708-710 Republic Bldg.

C. E. GARDNER,
Advertising Manager.



New York Office:
110 West 34th Street.

GEORGE V. RUMAGE,
Eastern Representative.

Some copy Kipling wrote

Kipling's "AN ERROR IN THE FOURTH DIMENSION" told of an American settled in England, who meticulously copied the mannerisms and speech of his English neighbors. "But," said Kipling, "he couldn't rid himself of *The Shibboleth*. He would ask for 'the Worcestershire sauce.'" His American origin was betrayed.

"Worcestershire sauce" may be an Americanism, but it has always meant *Lea & Perrins* to most of us. Imitations have come on the market, but continual advertising has made *Lea & Perrins* one of the inseparable couplets of our familiar speech.

The Merchandising Service Department of the NEW YORK EVENING JOURNAL co-operated with John Duncan's Sons, sole agents for *Lea & Perrins* in their recent New York campaign to stimulate dealer interest and display, while the EVENING JOURNAL carried *Lea & Perrins* advertising to more than a million daily readers.

Field Men called on several thousand dealers and placed *Lea & Perrins* signs on doors and windows. In GROCERY TRADE NEWS, each month since January, *Lea & Perrins* Worcestershire Sauce has been kept before the 18,000 grocers who read this trade paper.

Even for a firm so long established, with such strong consumer good will and dealer interest, this practical co-operation proved effective.

Read John Duncan's Sons' letter.

Lea & Perrins is an A. R. Elliott Co. account.



234,916 calls made by Journal field men since January, 1920, contacting retailers in the interest of EVENING JOURNAL advertisers.

LARGEST DAILY CIRCULATION IN AMERICA—AND AT 3c A COPY

THE NEW YORK

(Member Audit Bureau)

JOHN DUNCAN'S SONS,
241 West Street.

NEW YORK, NOV. 15th 1921.

New York Evening Journal,
2 Columbus Circle,
New York, N. Y.

Gentlemen:—

Even before using it, your Merchandising Department appealed to us as being a very good thing if worked properly.

We have found you eager and anxious to get our message for Lea & Perrins' Sauce to the public, and were willing to render valuable assistance by sending a corps of men to obtain information that we desired and to distribute Lea & Perrins' advertising matter liberally.

Your co-operation has been fine, and we wish to thank you for the splendid spirit all the men have shown with whom we have come in contact.

Yours very truly,



GED:MH

*Write on your letterhead, and
we shall be glad to send you
free a copy of*

***"What Eleven Manufacturers
Did in New York"***

FAR OVER DOUBLE ANY NEW YORK EVENING PAPER

EVENING JOURNAL

(of Circulations)

That is educating the public to a habit. Now, I would rather sell a tube of Ribbon Dental Cream at a quarter than sell a dollar bottle of perfume, and I think Mr. Colgate would, too. However, whether we are advertising for a habit of health or advertising to change the fad and fancy of the dear ladies of the country, the same principle obtains, namely, that we seek to educate the public to a habit, not merely say: "Buy Colgate's."

In the year 1914, we at Colgate's said: "Let's go out and show the American women that the fad and fancy of foreign labels is a thing of the past. Don't let's attack the Russian, and French perfumes, but let us be willing to find out whether we really have got the goods and are being defeated in selling perfumes and other toilet preparations which have perfume scent in them, by the general desire for a foreign-marked perfume. As a leading American perfumer we should find out whether the fad and fancy of a foreign label impresses the sensible American woman as against real American goods."

Again educating the public to a habit.

For this perfume test certain men were chosen as judges. Three of the most expensive foreign perfumes were purchased by them and also three of our perfumes, which maybe cost only one-third as much. All six were put into blank bottles. These perfumes, with only the numbers on them, were taken to the editors of *Vogue*, *Woman's Home Companion*, etc., to college women, such as Vassar, Bryn Mawr, and Smith, and to business women and to women of the stage.

The greater number of these women—although most of them had previously said they preferred a foreign perfume—selected a Colgate perfume first when they made the test.

That was six years ago, and we are appropriating as large a sum for next year as we did the very first year we told the story of the test.

More than 250,000 women have sent in requests for Perfume Tests. If we can get women to send for the test material and make the test against any perfume they are now using, we have got better than a fifty-fifty chance to convince them that American perfumes are right; that we have the skill and science of the New World, added to the experience and age-old work of the Old World, and that American perfumes do compare favorably with the foreign when judged on merit alone.

All advertising and selling might be summed up as: aspiration, inspiration, perspiration and desperation. And when you combine them, they mean education.

So unique a record as that of Colgate & Co., founded 115 years ago (by the grandfather of four of our present directors and the great-grandfather of another director, means just this): To those of us who are associated with Messrs. Colgate, it is a greater thing to educate the people of this nation, and if possible, of the world, to a habit which makes for health, for cleanliness, for better living, than simply to sell a commercial article. Simply to sell the commercial article is the less broad, less helpful way of advertising.

Advertise Jobbers' Sale in Chicago

Seldom have the retail dry goods and apparel trades in the vicinity of Chicago been circularized for a sale as they have been this year by Chicago wholesalers. Beginning next week 51 jobbing houses will co-operate with the Chicago Association of Commerce in a three days' sale. In addition to thousands of joint announcements sent out by the association, the individual houses participating in the sale have mailed their particular cards and circulars extensively.

E. W. Rule Resigns to Join Chain Shops

Edgar W. Rule, who has been advertising manager of the C. T. Sherer Company, Worcester, Mass., has resigned to become advertising manager of the Laskey chain of Women's Apparel Shops. Mr. Rule was in advertising work with several newspapers in the South for a number of years.

The Year of Trouble



THE business year of 1921 will pass into history with a very black name.

Certainly the first three quarters of this year have caused trouble to many men.

But it is a long lane that has no turning, and certain facts call for attention.

We have the following reports from the large majority of our clients:

Fourteen report business still poor.

Sixteen report business poor but improving.

Nineteen report business good after a depression.

Seventeen report business best (either in dollars or in units of sale) they ever had.

Two report they felt no depression this year.

These firms represent practically every type of industry.

As for ourselves, we are thankful to state—

That a greater number of important new clients have come to us this year than in any previous year.

That we were never in better condition as to organization or financial position.

As our work gives us unusual opportunities for observing general business trends, we feel it our duty to announce these facts, which make our anticipations for our own immediate future and for that of American business, optimistic.

ONCE a month, or more frequently, we issue a publication called Batten's Wedge. Each issue is devoted to a single editorial on some phase of business. If you are a business executive and would like to receive copies, write us.

GEORGE BATTEN COMPANY, Inc.
Advertising

10 STATE ST.
BOSTON

381 FOURTH AVE.
NEW YORK

MCCORMICK BLDG.
CHICAGO

Moulding favorable public opinion for articles or services that deserve it

Increases "Kyanize" Advertising to Keep Up Dealers' Courage

Big Fall Campaign Put Dealers in Fighting Trim

By Donald Kirkland

CONSIDER the retailer, the small-town retailer in particular, struggling to throw off his burden of overstock since more than a year ago. It has been slow, hard, discouraging work. Many dealers are still limping along waterlogged.

Recently I talked with a small-town storekeeper whose shelves were weighted with high-priced stuff. "Why don't you mark them down to their replacement values and get rid of them?" I asked. "I would most put me out of business to do that," he dolefully replied. "Here I am, with a \$17,000 stock I'd have to mark to \$11,000. If I showed that \$6,000 loss on my books it would kill my credit. I just can't do it and I'll have to worry along."

This dealer is trying to pull himself out of the hole by averaging his stocks, the new with the old, but the process of pulling out is slow, very slow indeed.

It is true that dealers in many lines have got rid of their overload and are in *physical* shape to forge ahead. Nevertheless, the slow, grinding time through which they have gone; the conviction they have forced upon themselves that the public won't buy, has sapped their aggressiveness. Consequently they are sitting tight, buying in small quantities, fearful of ordering more than their trade will absorb and fearful, too, of a further break in prices. They are creeping, feeling their way, and manufacturers' orders are naturally small.

Now consider the position of the manufacturer selling through exclusive agents. Such an attitude on the part of his dealers will keep him bottled up. The manufacturer selling to everyone may by aggressive salesmanship and superior activity obtain more

than his normal share of the business that exists by getting orders from a larger number of dealers. But the exclusive agency manufacturer is limited; his one hope is to make these agents sell more and consequently buy more. Dealers must be inspired with courage, pushed into aggressiveness, filled with confidence, and turned into 1921 go-getters. The total volume being absorbed by the public may be smaller, but individual retail enterprise will bring the business while competitors are resting, waiting for conditions to change.

"GO-GETTERS" HAVE NOT FAILED IN GETTING BUSINESS

That this is true is demonstrated by what the department stores are doing. Practically all of them are ahead of 1920 in volume of merchandise sold. It is demonstrated by individual cases of aggressiveness on the part of smaller retailers. Take the Kyanize dealer in Lawrence, Mass., for instance. Everyone knows what 1921 did to the textile cities. Yet this business man in question did 40 per cent more this year than last; did it by constant and frequent window displays of the selling kind, lots of advertising, and good salesmanship; did it by the aggressive determination to *make* business where most people thought there was none.

Instances of this sort are to be found in every line. Everyone dealing with retailers has a few he can tell you about.

This being true, if the manufacturer can inspire his dealers, fill them with hope, confidence and courage, get them to push out vigorously, he is naturally going to see quick and certain results; especially the manufacturer selling through exclusive agencies,

because his outlets are limited.

And this leads us to Kyanize, the subject of our story. The Boston Varnish Company, its manufacturer, has thought seriously about the conditions described here and decided to cope vigorously and definitely with them, and it is now carrying out an advertising and merchandising plan that is expected to inspire the dealer with the courage he needs.

Kyanize sells through 10,000 exclusive agents. Its dealers' stocks are low—that has been found out not only from salesmen's reports but from a questionnaire sent out early last summer in which this point was covered. The only reason, then, that might prevent dealers from placing good orders for fall business would be a want of confidence in the volume they might sell. The manufacturer of Kyanize had seen enough instances to prove that aggressive dealers get the business in spite of economic conditions. This it has found is particularly true in varnishes and enamels, because most of the dealers' business is in household sizes where the real task is one of creating fundamental demand and where the field for expansion of that demand is practically unlimited. This was what Kyanize set out to convince its dealers; not only that, but to help them accomplish it as well.

ADVERTISING PUTS HEART IN AN INDUSTRY

The method chosen was an advertising campaign, a man's size advertising campaign that would make the dealers realize something was happening. The bulk of paint and varnish advertising has to date appeared in the spring; fall advertising in the industry has been light. So it has been Kyanize in the past. But this fall a campaign involving an appropriation three times as great as in any previous fall was undertaken, making its impression upon consumer and dealer alike.

A long list of publications—men's and women's magazines,

farm papers, large city newspapers, architectural papers—have carried the message of Kyanize; a message devoted primarily, so far as the consumer is concerned, to the purpose of teaching him to use more household finishes.

What more concrete method could be used to give the dealer confidence? What better expression could the manufacturers make of confidence in the product, its possibilities? Courage, like pessimism, is contagious.

Naturally, in view of the object to be attained and the dealer's state of mind, merchandising the campaign to the agents and getting them pulling with it was an essential factor in the plan. Merchandising the advertising to the dealer regularly, intensively, has always been a Kyanize policy, but more so than ever today. "If we spend \$100,000 in general advertising," says this concern, "we believe in spending \$20,000 to sell it to the dealer and win his active support."

A strong broadside went out to the 10,000 dealers covering the fall campaign. In full color and plain dealer talk, the advertising campaign was illustrated. Dealer helps were shown—window displays, electrotypes, movie slides, direct-mail schemes—not only were they offered and urged, but how to use them in effective ways was shown. Kyanize publicity is strong on telling "how"; so we find on that page of the broadside devoted to "ammunition for your local newspaper" a brass-tack talk on "How to lay out your campaign and order cuts:

"First—plan ahead; don't leave everything to the last minute. Co-ordinate your newspaper copy, your window display and your clerks' selling talk. Feature one thing at a time.

"For instance, say that you will start your Kyanize campaign on Monday, September 19, decide that during the first week you will emphasize Kyanize Floor Finish; use Electro No. 213 or 253 (or same design in smaller size if you prefer); display Kyanize Floor Finish in your window with the cut-outs, signs, etc., featuring this



The People's Home Journal Patterns

Beginning with the January 1922 Number, THE PEOPLE'S HOME JOURNAL will present a new and special Fashion and Pattern Service.

In character and timeliness this service will be unexcelled; the Journal readers will be furnished with the latest dependable information on styles, as well as patterns of the highest quality.

F. M. Lupton, Publishers, Inc., owners and publishers of THE PEOPLE'S HOME JOURNAL, have purchased the Merchants Pattern Company of New York, its machinery, plates, trademarks, patents and master patterns, and this company together with its entire organization is being merged into The People's Home Journal Pattern Company.

This new line of patterns, which will be featured in THE PEOPLE'S HOME JOURNAL each month, will be sold by dealers throughout the country.

The People's Home Journal NEW YORK

For 36 Years the Magazine for Every Member of the Family

product; have your whole store talk Kyanize Floor Finish throughout the week.

"Follow this with an intensive week's drive on Kyanize Floor Enamel, using electro No. 263," etc.

So, too, with the window displays. A variation of the usual distributing plan was used. The set comprises six lithographed cut-outs, but instead of shipping all at once, they were to be sent in three instalments. Where all pieces in a campaign are sent together, the dealer may use but one or two; the rest may be stored, later to be forgotten; or the whole lot may meet the fate of obscurity. Sent out in pairs they hit the dealers three times, the other way but once. If the first pair is put in the window, the following may be added or used in place of the first. If, on the other hand, they go into the cellar, the second and third may meet with better luck. In any case, the dealer gets no surplusage of material that he wonders what to do with, and the urge to use them comes upon him often.

This scheme was described in the broadside as: "In three instalments, a novel and timely trim for your window—*A Planned Window Drive*." And then, in three sections headed "Part One," "Part Two" and "Part Three," instructions were given for making effective use of the window display material.

General advertising is nearly all in colors, as befitting the type of product. A rather unusual scheme is used. Instead of making the layout a heterogeneous mass of confusing hues, deep-toned backgrounds are used, upon which the illustrations in lighter tints are set, painted in modified poster style. The essence of the consumer appeal is to show how easy using Kyanize is and suggesting definite uses for the various varnishes and enamels. The different products are thus given due attention. "Stains As It Varnishes," reads the copy below the illustration of a pretty housewife refinishing a table. "One operation only—your

furniture, floors and woodwork quickly renewed." A booklet, "The Inviting Home," is offered free. "Flows Like Cream, Dries Like Porcelain" indicates the nature of the copy for Kyanize White Enamel, and so on through the series.

Winthrop Wise is a humorously quaint, childlike figure that appears in every advertisement. With his rosy, human smile and his distinctive shell-rimmed glasses, he makes a human appeal. Kyanize itself, the company feels, is one of those words hard at first to remember, but once fixed in the mind never forgotten. Winthrop Wise helps to identify the name throughout. He appears in the general advertising, in all the window displays, on the moving picture slides, in the local advertising. He harmonizes with Kyanize, and happy little jingles are used to impress the trade name upon the memory of the reader.

Kyanize policy has always been a go-getting policy. The product was originally launched at the height of the 1907 panic. Kyanize, it would seem, waits not for time or tide. Business, it believes, is secured by going after it. Courage wins. Courage today is needed in the retailers' shops—courage to go after consumers' business they think does not exist. Aggressive merchandising in itself will tend to increase consumer buying. Millions of people who have money are holding out simply because of the spirit of non-buying hanging in the air. Kyanize expects to see real results from this confidence-inspiring campaign.

R. W. Schindler with Stubbs & Company

R. W. Schindler, formerly with the New York and Chicago offices of the American Lithographing Co., has joined the Chicago sales staff of Stubbs & Company, Detroit, offset lithographers.

Baltimore "Sun" Advances W. K. Wall

Walter K. Wall has been made local advertising manager of the Baltimore *Sun*. Mr. Wall has been with the advertising staff of the *Sun* for the last ten years.

THE ERICKSON COMPANY

Advertising

381 FOURTH AVENUE, NEW YORK



*If you want to know about our work, watch
the advertising of the following products:*

BON AMI

CONGOLEUM RUGS

VALSPAR VARNISH

INTERWOVEN SOCKS

GRINNELL SPRINKLERS

McCUTCHEON LINENS

BARRETT EVERLASTIC ROOFINGS

PETER SCHUYLER CIGARS

JACK-O'-LEATHER SUITS

TERRA COTTA

TARVIA

IMPORTERS & TRADERS NATIONAL BANK

WALLACE SILVER

CARBOSOTA

NEW-SKIN

BERNHARD ULMANN CO.

(ART NEEDLEWORK PRODUCTS)

CONVERSE RUBBER SHOE COMPANY

BARRETT SPECIFICATION ROOFS

What we've done for others we can do for you.

Important but secondary— the milline rate

The *big* thing to look for in any sort of publication is not its milline rate, or even how it gets its circulation—important as those facts are.

The first questions that the careful advertiser wants answered are "What do your readers think of your paper?" and "What *kind* of readers have you got?"

The kind of *readers* is best judged by the kind of *reading matter*. What they think of the periodical is best judged by the *percentage of renewals*.

Farm and Home is foremost among the National farm papers that are planned for *business farmers* and their families—and the editor gets his viewpoint from the fact that he owns and operates a 700-acre farm *at a profit*.

Facing uncharted and constantly changing conditions, business farmers need to keep posted on the big factors which affect American agriculture—particularly the big *new* factors—which have been brought on by the unprecedented happenings of the past few years.

Such farmers want to have interpreted for them these new influences which are dominating their post-war markets—and they want to know how to shape their production plans accordingly.

The highest compliment they can pay a farm paper is to say it is "practical"—and that is the outstanding word they use in describing *Farm and Home*.

That, too, is the comment of their wives on the household departments—"practical."

The best evidence that *Farm and Home* has the confidence of this substantial type of farm family is the fact that 47.5 per cent of them renew their subscriptions year after year—the largest percentage of any National farm paper.

To this evidence that *Farm and Home* has a definite influence with the right sort of readers, add the fact that it also has the *lowest milline rate* of any paper of its class, and you have all the ingredients in the accepted formula for *value*—highest quality at lowest rate.

Please bear in mind the fact that hereafter Farm and Home closes the fifth of the month preceding. January closes December 5th.



The National Magazine of Rural Life

PHELPS PUBLISHING CO., Publishers

DAVID R. OSBORNE, Advertising Manager

SPRINGFIELD, MASS.

5 South Wabash Avenue, Chicago

461 Fourth Avenue, New York

Oneida Building, Minneapolis, Minn.

What do you Expect *from* Your Printer?



Short-Cuts

A RESOURCEFUL printing house is usually able to suggest short-cuts to its customers, both in expenditure and time.

Diversified equipment and broad experience are essential to the most advantageous realization of this; and Goldmann Service should therefore have an exceptional appeal to you.

Nearly fifty years of Goldmann activity have brought the knowledge of all phases of printing and the facilities to handle any of your work on the most economical, practical and time-saving basis. In short, to give you the benefit of every short-cut known to the printing art.

ISAAC GOLDMANN COMPANY

Printers Since Eighteen Seventy Six

EIGHTY LAFAYETTE STREET NEW YORK CITY

TELEPHONE FRANKLIN 4520



"How Do You Get Those Effects?"

Mystery Sometimes Surrounds a New Technique in Advertising Illustration, Yet It Is No More Than Resourcefulness of Artist or Engraver

By a Commercial Art Manager

ADVERTISERS are always interested in "new techniques"; the illustration with the novelty swing to it. They appreciate, of course, that there is added value to the drawing of an exclusive style or character. Both artists and engravers are constantly experimenting in this direction, and every little while some odd effect is secured that makes the uninitiated inquire: "How is it done?"

An artist, well known for his exquisite pencil technique was commissioned while abroad to make a series of studies of historic buildings, to be used later in conjunction with a year's advertising campaign. He brought back a sketch-book containing thirty or more charming still-life drawings and plates were made direct from them.

Their appearance in magazines started many people guessing. How had this peculiar "effect" been secured? The texture of the lines was something entirely new. It baffled artists and engravers alike and the public sensed an innovation.

The explanation was simple enough. This artist had a preference for a certain kind of sketch paper. Its surface was rather rough and patterned. Search of the art stores and paper houses brought no similar paper to light. When a pencil was drawn across this peculiar surface, the technique was out of the ordinary. It developed that the sheets of paper came from a very old set of books, long in the artist's library and published and printed in Italy many years ago. A little drawing had been made on a fly-leaf and at once the artist was delighted with the effect, the reaction of paper to pencil. He was so won over to it that, after trying all the paper shops and being unable to buy the same thing, he

calmly cut out from the front and back of every book in the set enough sheets to make up into a sketching pad, and this was used on that important foreign assignment. Even in the engravings, the plates did not lose the strange technique of the pencil on the patterned surface.

A great many of the odd effects obtained are due to the use of unique and secret-process papers or fabrics. An artist whose style it has been almost impossible to imitate, makes his crayon originals on linen, mounted on cardboard, while another draws in pencil on planed white pine wood, the reproductions being by the high-light, half-tone process and baffling to those who would secure similar results.

INGENIOUS TREATMENT TO GET NOVEL BEN DAY

An entire series of the most original technique was produced in the following manner: drawings were made in masses of solid black for line reproduction, and over these originals pieces of coarse lace were tacked, after perfect stretching on the flat surface. The fabric was of the general consistency of veiling, and, of course, the camera caught this white pattern. It formed a new type of reverse Ben Day that never before had been attempted.

A business-paper series introduced mechanical objects, such as hinges, superimposed against wood-grain backgrounds and with the added attraction of remarkably natural shadows thrown by the different objects. People marveled at the faithfulness of the woods and these shadows. In its composite form, the series was a decided novelty.

Nothing very startling in the way it was accomplished. Squares of attractive woods, twelve inches by fourteen, were selected, each

one conspicuous for its beauty of graining. Hinges were fastened to the surfaces by glue, and mortises designated by carefully cut pieces of white paper pasted right on the wood. It was, in a sense, a "living composition." The engraver made his negative directly

wish to have two separate and distinct inserts. The way the difficulty has been overcome is instructive, because it visualizes the power of techniques and effects to assist in telling a story.

First, the artist draws a complete motor

car, driving along in midwinter against snowy scenery. Then a circle is looped around just the portion of the machine where driver and passengers are seated inside. Where this circle begins the view is of the interior. But were the two units painted in the same values, there would be no contrast. The exterior details of the car would be quite as obtrusive as the more important parts, which might easily tend to confuse the reader and divide his attention. In this series, however, only the scene within the circle is vivid, strong, crisp in detail, filled with "snappy" blacks.

The entire remainder of the illustration—and remember, the snow atmosphere is a part of the story—has been toned down to a most elusive pale gray, across which the white flakes drift. Thus we have, in a single illustration, two totally different techniques and tone values.

There are really two art techniques in the bringing out of this effect. The scene within the circle is in pure wash, outlined with pen and ink and with blacks painted in pure black.

The area outside the circle is in distemper color, which means the black mixed with Chinese white and an over-all splatter of pure white snow. Tempera color has a tendency, in a white-and-black original, to "show up" or reproduce lighter than a pure wash. And when the plate is made the difference in contrasts is even more marked than in the original drawing. There is an-



**WHITE
HOUSE
Coffee**

*A Panacea as well
as a Positive Delight*

FIGURE TREATMENT THAT PUZZLES THE NOVICE

from these originals, lighting them on one side or the other, as best fitted the particular subject. There was no art work at all. The camera provided all the illusions, including those realistic shadows and the grained backgrounds. Mortises were cut pure white on the plate.

To the average person and, indeed, to some directly identified with the advertising profession, many of these "tricky" techniques are an enigma. They are not copyrighted, not the property of any one individual, and it will do no harm to look behind the scenes at some of the more interesting.

A comparatively uninvolved treatment used for a series of illustrations for Perfection Motor Car Heaters is a case in point. The advertiser has a certain objective: he wishes to show both the exterior and interior of motor cars during the cold weather and in one illustration. He does not

4400 More

LAST week Detroit industries put 4,400 more men back on the pay-rolls, making a total of over 120,000 men now regularly employed in Detroit industries.

Detroit is getting busier daily—buying is more brisk—merchants are piling up bigger sales totals—there is a very well defined note of improvement everywhere. Detroit is a market that you can cultivate with effectiveness *now*—its million people with a buying power well over \$800,000,000 is a huge “mine” of selling opportunities for anyone.

Get the BEST out of this market—reach home owners—people with comfortable incomes—those who ALWAYS have both the ability and the willingness to buy, through The Detroit Free Press—the only Detroit newspaper that reaches (and can prove that it reaches) the actual buying power of America's Fourth City.

The Detroit Free Press

“Advertised By Its Achievements”

VERREE & CONKLIN, INC.

Foreign Representatives

New York

Chicago

Detroit

Portland, Ore.

other method of producing the same result—by making a complete pure wash illustration of the entire subject, and then graying down the background with an air brush all-over tint of white sprayed over it. We rather favor the exact effect produced in the artist's drawing by use of varying tones and pigments.

There appeared in a Philadelphia paper not long since as an illustration for a local photographer

A fencing campaign has been running in magazines that has had many persons guessing as to just how an artist, however gifted, could reproduce so faithfully the product advertised—a product of exact detail and of very small, very intricate pattern. The illustrations for the campaign are obviously original paintings, with scenes and figures created by the artist. In every picture, a showing of a considerable stretch of fencing is an important feature.

How was it done? Simple enough. Several yards of different patterns of fencing were photographed on plates twelve inches wide, taken from a distance, and against plain black cloth—just the fencing. Proofs were mounted on drawing-board, cut very close to the product. Then the artist created his composition around the prints, painting out or in, details of the black background as might be demanded.

When finished, it made one complete picture, with the "patching" not noticeable. To draw in the fencing would have been a well-nigh impossible task.

Have you seen the very pleasing, very attractive and novel campaign of illustrations used as a series for McKinney hinges and butts? Heroic-proportioned hinges, in exact facsimile, serve as a background for miniature buildings where installations have taken place.

It seems to mystify people how this odd combination of techniques is secured; that is, very strong half-tones of the product, nicely fitted into scenic effects that are just the opposite in treatment; open pencil reproductions, free, sketchy. That's just it—two art techniques are in the original. The hinges are air-brush facsimiles for fine-line half-tone reproduction. The buildings have been drawn in soft pencil and high-light half-toned, which means



TWO METHODS OF GETTING THIS EFFECT ARE EXPLAINED
IN THIS ARTICLE

a large-space display that was immediately commented upon by everyone who saw it, professionals and non-professionals.

A family group was shown, with faces, strangely life-like for newspaper line work, in the finest of pen stippling. It seemed impossible that this could be done with a pen, by hand. It must be some new process devised by the engraver.

But no, the artist actually made the original by painstakingly covering the entire area with his pen stipple, dot by dot, securing the various tones by means of varying weights of the dots. A lithographer's crayon or pencil on some grades of surface paper will accomplish a somewhat similar result, or the two techniques may be combined. The possibilities of pen stippling are many and complex. It means an unlimited supply of patience and eyes that will bear up under the intensive application.

The man that believes
in YOU will believe in
what you try to sell
him, or want to do for
him. So it's easy enough
to see where to begin
a successful business.

* * *

This is taken from "Business Bromides," a little booklet Bundscho has just gotten out. Some of Bundscho's friends think it worth repeating here. He'll be glad to send you one of the booklets, if you'll write in for it. *Free, of course.*



J. M. BUNDSCHO
Advertising Typographer

58 EAST WASHINGTON
CHICAGO

HERE TYPE CAN SERVE YOU

Good Management

GOOD MANAGEMENT is the outstanding factor of the oil industry.

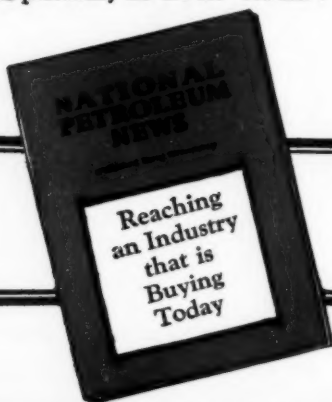
GOOD MANAGEMENT is making it sell more petroleum products than ever before—depression elsewhere notwithstanding.

GOOD MANAGEMENT has made the larger oil companies the giants of the business world.

GOOD MANAGEMENT has, therefore, been necessary with the smaller oil companies to keep them competing successfully with the big fellows.

And this good management of the smaller companies has been so good that they are today doing half the oil business of the country.

And the whole industry is operating successfully. It has had practically no use for "red ink".



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812 Hu

nt sustains this market

Now its markets have started up again. Crude oil is selling for twice its price two months ago. The rush is on to double the number of wells drilled, to lay more pipe lines, build more storage tanks and improve and add to refinery equipment. It's a safe, sane, conservative up turn based upon our excess of consumption.

* * *

To guide your sales force to this vast continuously expanding industry let National Petroleum News tell you where your product is used or may be used, who buys it and how, and how to reach them,—all backed up by detailed analyses of facts, that aren't to be had assembled anywhere else in the country.

Any oil man, anywhere will tell you of National Petroleum News—and A. B. C. figures will back him up.

* * *

Any branch office listed below will explain our cooperation in convincing detail.

* * *

Members A. B. C. and A. B. P.

NATIONAL PETROLEUM NEWS

812 Huron Road

Cleveland, Ohio

District Offices:

TULSA, OKLA.	CHICAGO	NEW YORK
408 Cosden Bldg.	432 Conway Bldg.	50 E. 42nd Street
HOUSTON, TEXAS, 303 Lumbermans Bank Bldg.		

all white in the original is pure white in the reproduction.

The latest Colt's Firearms series is a "stunt." Background illustrations of various kinds of animals are so delicate in tone that they are almost the ghost of a design, yet no detail is missing. Half-tones of the revolvers are

Effects such as are shown in the unusual newspaper illustration for White House Coffee are generally largely a matter of engraving. Study of this specimen brings out the fact that something approximating a half-tone, for newsprint reproduction, is presented, with all lines running in the same direction and high-lights of the poster kind.

One method is to make the original in poster wash; that is, simplified tones, and not more than three of them, in flat areas. A straight-line half-tone screen is employed, the whites being either "blocked-out" on the negative or on proof from the finished plate, or Velox print from straight-line negative. Blacks are painted on the zinc plate before etching or on proof or Velox. The whites are tooled out, as a rule, on the plate.

It is also possible to secure the same approximate result by using a straight-line cross board. On the chalk surface of this

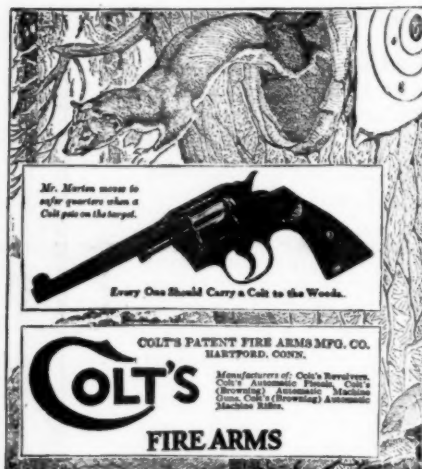
patent process board there are mechanically ruled straight lines. And they are slightly raised. Thus, when a soft pencil is run over them, a cross-hatching shows up. Blacks are painted in and white scraped out with a sharp pocket-knife. The reproduction is via line plate.

I. J. Shulsinger with Seaman Agency

I. J. Shulsinger has resigned as advertising manager of the National Metal Molding Company, Pittsburgh, to join the staff of Frank Seaman, Inc., New York.

Walter Whitehead with Newell-Emmett

Walter Whitehead has joined the Newell-Emmett Company, New York, as art director. He has been with Frank Seaman, Inc.



TWO-TONE EFFECT OBTAINED BY USE OF HALF-TONE SCREEN OVER A LINE NEGATIVE

strikingly strong by contrast. Here was a distinctly new note in advertising illustration, with a carefully planned objective—the pictorial elements were never to be stronger than the revolvers or the type display. This very pleasing result can be gained in several ways. One is as follows: the artist first makes a straight line drawing, filled with all essential detail. Then the engraver makes from this a line negative over which he places a half-tone screen, say, 120. The half-tone screen operates only over areas of the line negative. Whites in the original drawing remain white throughout. The original is reproduced exactly, save that the strength of the black is cut down in proportion to the half-tone screen used, and therefore gives a gray tone.



THERE are more fine automobiles in Tulsa than in any other city of its size in America. The average price is better than \$1,500. These owners constitute an exceptional market for tires and accessories. Sell them thru the Tulsa World.

Net Paid Circulation
Now Over 34,000

Oklahoma's Greatest Newspaper

TULSA  **WORLD**

RELIABILITY — CHARACTER — ENTERPRISE

© New York Tribune

Tweedie

BOOT-TOPS



No. 1
The Strong Pattern
model shoe fits in
and over shoes.



No. 2
The Side Pattern
best for shoes and
over shoes.

Selling the World's Greatest Market *through*

Two months ago Tweedie Boot Top Company had only four active accounts in New York. Today over 50 of New York's leading stores sell Tweedie Tops.

Three double page spreads in the Graphic Section of The New York Tribune, *exclusively*, backed by The Tribune's knowledge of local conditions, made it possible for the Tweedie Boot Top Company to open over 50 new outlets in New York territory in two months.

National advertisers can repeat the success of the Tweedie Boot Top Co. by selling the key consumers of the World's Greatest Market through the New York Tribune. *Ask us how.*

(Tweedie copy and sales plans prepared by Charles F. W. Nichols Company, Chicago)

Twedies fit with the smooth, trim effect of a glove

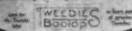
YOU need not be satisfied with an "approximate" fit in the spots you wear this season. Buy Twedies for a perfect, glove-fitting snugness at ankle, heel and instep, possible in Twedies because they are fashioned in widths as well as sizes.

Twedies cannot be ill-fitting if you take the same care in buying them for your own individual size, color and taste preferences, that you give to the selection of gloves, coats or pumps. The smartness of Twedio-clad ankles is worth that slight precaution.

Twedio Boot Tops do away with buckle nuisance, yet they fit with the smooth, trim effect of a glove. And such beautiful workmanship! Such perfectly welded seams, re-stitched button holes—such rich silk and wool fabrics to choose from—such a variety of color tones with which to match your costumes! Three distinctive models.

Twedies are fitted wherever good shoes are to be had and there is a size for every ankle—broadest, narrow, average.

Twedio Boot Top Company, St. Louis, Missouri



market through

four active
stores sell

New York
conditions,
over 50 new

oot Top Co.
through the

ny, Chicago)

the New York
Tribune



Will a woman read a broadside?

Have you ever thought of using a broadside for an advertising message directed to women?

Think of the opportunity for fine art work, bigger fashion figures, poster style illustrations, color harmony, and richness of ornament made possible by the size of a broadside!

Hammermill Cover offers a wide variety of color, in addition to crispness, toughness, and an ideal printing surface. For Demonstration Portfolio, write Hammermill Paper Company, Erie, Pa.

As Standard as Hammermill Bond

HAMMERMILL COVER

*For Booklets, Folders, Broadside, Catalogs, and all
Direct-by-Mail Advertising*

Will Jobbers Hold Trump Hands When Business Revives?

The North American Lace Company, in Business-Paper Advertising, Tells of the Jobber's Coming Importance

By E. B. Weiss

"ARE Your Jobbing Connections Intact?" queries the North American Lace Company, Philadelphia, in an advertisement of a current business paper campaign.

Should the answer be in the negative, the company honestly believes the merchant may find himself in something akin to a tight fix when merchandise starts moving over the retail counter at its customary pace. The copy summarizes the situation this way:

"Go over those facts again.

"1. Retailers have deliberately stocked *less* goods than they expect to sell.

"2. Manufacturers are making only for *orders in hand*.

"3. Every indication of a substantial business this fall—certainly a *better business than the preparations made to take care of it*.

* * *

"The answer to this problem will be the jobber.

"Now, as always, the jobber will be the big stabilizing factor in the merchandise situation—the one great 'merchandise reservoir.'

"But even the jobber isn't overloaded with goods. He, too, took losses on excess stocks a year ago.

"He is preparing to take care of his customers—it's too much to expect him to be prepared for those who *may* come to him.

"So see to it that *your* jobbing connections are intact. Just let your jobber know you expect him to take care of you later on."

Understand, the company is making no prophecies concerning a return of boom times. As one advertisement explains:

"Merchandising in this country is like Wall Street in one way—when things go right there's no top; when things look bad there's no bottom.

"Two years ago the country was in the 'No Top' state; a few months later everyone was crying about being overloaded with goods.

"Just now the country is in the 'No Bottom' stage; a few months later there is going to be some lively scurrying around after merchandise.

* * *

"Don't misunderstand us.

"We are not predicting sudden return of boom times.

"But this much we know—the best-posted men are of the firm belief that business this fall will be *much better than the preparations now being made to take care of it!*"

This seems to be sound economic reasoning. It is based on the general business policy of the past year or more, the policy of buying *less* than one expects to sell—a policy followed no less by manufacturers than by retailers. Still there is always a "floating" supply of merchandise. If the manufacturer is practically cleaned out and the retailer heading in the same direction, is it not logical to assume that the jobber owns the only "floating" supply? And carrying the reasoning a step farther, when business does perk up, regardless whether it be this fall or winter, and retailers find their merchandise cupboards bare and the manufacturers in the same condition, isn't the jobber, with his limited stock, going to be a sought-for person?

Of course, the condition does not, or will not, hold good in all lines. R. S. Tibbals, advertising manager for the North American Lace Company, however, believes it is a certainty as far as the lace industry is concerned. What is more, he has based an entire business paper campaign on his analy-

sis of the business future. And as the previously quoted pieces of copy show, the opportunity to exploit the wholesaler in the advertising—not putting him up as an object of sympathy, but rather in the form of one who is destined to be mighty popular just as soon as the turn comes—has been utilized with a will.

JOBBER'S POSITION IS IMPREGNABLE

Then, of course, comes the question: Why should the company be so anxious to pat the jobber on the back, even though there is a logical reason for doing so? Perhaps in the same breath someone would query: Isn't the wholesaler becoming of decreasing importance in the distributive procedure? Does the North American Lace Company really think the "cut-out-the-jobber" cry was merely the result of temporary conditions and that the wholesaler is due for a return to the throne of his former importance?

To all these questions allow Mr. Tibbals to answer.

"As I remember it," said Mr. Tibbals, "the 'cut-out-the-jobber' movement came into prominence some ten or twelve years ago. I won't bore you with a recital of the series of circumstances which gave the movement its impetus. PRINTERS' INK has published probably hundreds of articles since the idea started on this very subject.

"However, although a considerable number of manufacturers saw fit to join the procession, and it began to look as though jobbers would shortly be as rare as a comet, the trend came to a halt with the outbreak of the war and the resulting merchandise scarcity. This can be assigned to the fact that when goods need only to be shown to be sold the wholesaler is looked upon with favor. On such occasions manufacturers want to devote their entire energies to turning out merchandise. The jobber enables them to do this and that accounts for his return to his former popularity during the war and the inflation period following it.

"Now that the buyers' battle is over and the sellers' battle occu-

pies the middle of the stage, as it properly should, the jobber elimination policy is again coming to the fore. Manufacturers feel the jobber will not, or cannot, put forward the selling effort necessary to move goods these days. The result is an inclination to break away from the wholesaler.

"The North American Lace Company sells exclusively through jobbers. That has always been our policy and always will be. There is no deviation from the rule. No retailer or combination of retailers, regardless of the size of the order, can purchase our products from anyone other than a jobber.

"Of course, I will make free to admit there were times when we felt the exigencies of the moment called for more selling pressure than our distributors could afford to devote to any one part of their widely varied line. But we looked at them simply as temporary affairs which should not in any way affect our jobber relations. Nevertheless, when that overall parade in Atlanta started things cracking, we saw, if our mills were to be kept going, we should have to extend a helping hand to our jobbers.

"Naturally, it was realized that just as business had rushed too far ahead, so it would slump too severely to last for any great length of time. With that in mind, we tried to analyze the future and see whether we could not arrive at a clearer understanding of what was ahead. What we saw occurring at the moment was a cessation of buying by retailers and a halt to factory production. It was apparent that the slump had been allowed to go too far.

"After we had arrived at that point in our analysis it was quite simple to see what would happen when retailers decided the time had come to buy once more. I don't want to give anybody the impression that we felt there were boom times ahead. What we did see was a better business than the preparations made to take care of it indicated. In other words, we believed once business came up



New Wealth for Canada

From the rich virgin soil of Canada comes *new wealth* to be poured over the counters of the country.

The farmers of Canada have just finished harvesting their biggest wheat crop in five years. In each of the nine provinces the farmers have a comfortable cash surplus to spend on articles of merit for farm and home.

Manufacturers who wish to cultivate this rich and rapidly growing market at the lowest possible selling cost are invited to communicate with the **FAMILY HERALD AND WEEKLY STAR**. Complete information on the market and media is instantly available.

Family Herald and Weekly Star

Canada's National Farm Journal

Montreal

Established 1870

Canada

BRANCH OFFICES:

New York City, U. S. A.:

DAN A. CARROLL, *Representative*,
150 Nassau Street.

Toronto, Ont., Can.:

M. W. MCGILLIVRAY, *Representative*,
182 Bay Street.

Chicago, Ill., U. S. A.:

J. E. LUTZ, Esq., *Representative*,
First National Bank Building.

Winnipeg:

V. F. BLAKE, *Representative*,
457 Main Street.

London, England: M. A. JAMIESON, *Representative*, 17 Cockspur Street, S. W. 1.

out of the slough there would be quite a scramble for merchandise, not, of course, at all comparing with the buyers' battle of 1918 and 1919, but sufficiently large to cause no little discomfiture.

"When it was due to break in the window-lace industry we had no idea. The soundness of our reasoning, though, was evinced by the recent jump in cotton. Everyone had known for months that the cotton crop was short. But the price sagged because there was no demand. Manufacturers and others had based their selling expectations on *impossibly bad* business. When a little buying did start in, everybody knows what happened.

"All this meant that retailers in our line faced the likelihood of finding window-lace stocks depleted should they put off buying until demand increased. A jobber will make every effort to fill the needs of his regular customers. They come first. The problem then reduced itself to getting our retailers better acquainted with our jobbers; getting them to give the wholesaler an indication of what they may require during the ensuing season, so that jobbers could act as warehouse for them; in general, getting the retailer to realize the importance of the jobber and the necessity of maintaining close connections with him. If we could accomplish that, we need have no fear of a factory shut-down. That is obvious and our advertising in the business press was prepared accordingly."

The following piece of copy, appearing in a September issue of a weekly trade paper reaching dry-goods retailers, is a good example of how the timely twist is being injected into this brief for the jobber. As a different method of saying "See Your Jobber" it is alone worthy of study. More than that, though, is the way it explains the jobber's functions in terms of current business conditions.

"There's a Real Tip in That Jump in Cotton," is the introduction, and then:

"Cotton wobbled around eleven cents a pound in the middle of

August—and practically no buyers.

"The Tuesday after Labor Day it closed at about twenty cents after a jump of two cents a pound for that day alone!

* * *

"Why? Just the result of the law of supply and demand.

"As for supply, everyone had known for months that the cotton crop was short.

"But the price sagged because there was no demand.

"Manufacturers, like retailers, had followed the policy of buying *less than they expected to sell*.

"And, like retailers, based their selling expectations on *impossibly bad* business.

"Once the latent demand began to be felt the result was inevitable, *as we predicted in the 'Economist' of August 20*.

* * *

"Now, then, here are the facts: "Retailers have bought less than they expect to sell for fall.

"Manufacturers have made goods only against orders in hand.

"The jobber owns the only floating supply of merchandise.

"But even the jobber has no surplus. He has stocked what he estimates *his customers will need*.

"So talk over your fall requirements now with your jobber.

* * *

"Understand the jobber won't ask you to load up your stock-room; he will ship the goods as you need them.

"But for your own protection give him an idea of your requirements on such famous lines as American Lace Curtains and Curtain Nets.

"Remember, it is you—not the jobber who will lose by failure to take this precaution. The jobber is going to make a lot of new friends this fall—enough to absorb considerably more than his present stock of American Lace Curtains and Curtain Nets.

"Therefore, *NOW* is the time to see that your jobbing connections are intact."

Mr. Tibbals showed the writer several letters, representative of a large collection, commenting on the campaign. Not only have the

(Continued on page 97)



REG. U.S. PAT. OFFICE

You Men Who Want to Cut Costs

Here's one way. Let us tell
you when and where mats
will do the work of electros.
Then order

O'FLAHERTY'S PEERLESS MATS

and save 75% of the
cost of electros. We
list every paper in the
country that uses
mats. Ask us.

Made by O'FLAHERTY
225 West 39th St. New York.

The Michigan Home To



When the boys began their fight to make the world safe for democracy, where were the boys of the Michigan small city? The boys were on their way, the girls were knitting with a vengeance, their dads were making rich old Mother Earth yield treble—and that's going some, for Mother Earth yields abundantly in the territory of the

Michigan League of Home Dailies

Albion Evening Recorder
Big Rapids Pioneer
Cadillac Evening News
Cheboygan Daily Tribune
Coldwater Daily Reporter
Dowagiac Daily News
Ionia Sentinel Standard
Manistee News Advocate
Marshall Evening Chronicle

Monroe Evening News
Niles Daily Star Sun
Petoskey Evening News
St. Joseph Herald-Press
South Haven Tribune
Sturgis Daily Journal
Three Rivers Commercial
Traverse City Record Eagle
Ypsilanti Press

MICHIGAN FACT — Michigan raises more rye than any other State in the Union.

me Town—96.2% American

Americanism is something to brag about. It is Americans who buy American goods. It is Americans who read advertisements.

In the small cities of Michigan, Americanism is almost 99 44/100 pure. Absolutely, it's 96.2 per cent pure—close enough to boast about. In eighteen of these cities, the best eighteen, there are 125,327 people, and only 4,762 of them are unable to read English. Try to match that in Chicago or New York!

Even in cities of 100,000, the number of people who can't read English often runs as high as 20 or 30 per cent. In Michigan it's only four.

The Michigan League of Home Dailies

is composed of eighteen newspapers published in the eighteen cities where this high record of Americanism is maintained. There is no waste circulation there—everybody, nearly, can read the local paper.

And everybody does. In the big cities, home deliveries don't bulk so large as they do here. In these eighteen cities, practically every one of the 26,248 circulation of the home dailies is delivered, delivered to homes that are owned by the occupants; American homes, of thrift and enterprise; homes that want what you have to sell.

The national advertiser who uses the home dailies of Michigan is an honored guest at the dinner table of nearly thirty thousand prosperous families.

H. EDMUND SCHEERER

National Advertising Representative

MARQUETTE BLDG., CHICAGO

New York Office; 30 East 42nd Street

- - - -

R. R. MULLIGAN

Pay 10% More Get 50% to 75% More

That's what you get in Dayton if you use the Herald-Journal Combination.

57,498 circulation daily as compared with the 38,216 of the other Dayton paper—91,282 or 50% more circulation.

And you get that 19,282 for one cent. The Herald-Journal rate of eleven cents a line is one cent higher than that of the other paper—a difference of but 10%.

And if you use the Sunday Journal and daily Herald Combination the audience is increased to 66,962—75% more than the other Dayton paper—at the same eleven-cent rate.

Which will give you the lowest cost of selling and the largest coverage of the market? You can answer that yourself.

The Dayton Herald & Journal

Dayton, Ohio

National Advertising Representatives

Story, Brooks and Finley, Inc.

New York Philadelphia Chicago San Francisco Los Angeles

company's jobbers expressed an appreciation of what the company is doing on their behalf, but what is more, wholesalers in widely varied fields have requested copies of the different advertisements.

"Let me say," said Mr. Tibbals, "that we have done no pussy-footing. We have straddled no fences. Our advertising has been diagrammatic of our sales policy. The jobber is our distributor and we mean to back him up to the limit. We believe wholesaling is a sound distributive vehicle, as far as we are concerned, at any rate, and our willingness to put our beliefs in print has brought us closer to our distributors. Of course, orders are what we are after and the peculiar twist we have given the copy, making it different from the ordinary campaign designed to sell the services of the jobber, is accomplishing that."

Cash Carry in Laundry Now

Cash carry laundry stores—six of them—are now operated in Denver by the Westminster Laundry. The rates charged are approximately 25 per cent less than delivery trade pays. Three of the stores are in residential districts, three downtown.

Each store has a display window in which cards featuring the economy of the plan are exhibited. A big store sign, "Cash Carry Laundry," is used. In charge of each store is a saleslady.

The premises are small—in the case of the store opposite the Denver post office about 15 by 30—but involve sizeable rentals owing to desirable location.

The management has used moderate newspaper advertising, advertising the plan. Apparently there is magic in the mere words, "Cash Carry," whether applied to groceries, laundries or what-not.

N. C. R. Goes to Bankers to Help Sell Merchants

In financial-paper advertising the National Cash Register Company is showing how "New Model National Cash Registers help merchants meet new conditions." Six ways in which this is accomplished are listed:

"It gives facts necessary for managing the business; it provides an easy way to keep tax records; it gives quick, accurate service to customers; it prints a receipt for each customer; it helps clerks sell more goods; it reduces overhead."

The object of the campaign is apparently to sell bankers on cash registers so that they will not hesitate to finance the local merchants who wish to install them.

Advertises a Way to Relieve Unemployment

Under the slogan "Let's Get to Work" the Standard Sanitary Manufacturing Company, Pittsburgh, urges building and remodeling now to relieve unemployment in the building trades. Full page advertisements in several newspapers were used.

In one of its advertisements to show that it is following the recommendation of the President's Conference on Unemployment it quotes from the report of the conference as follows:

"The greatest field for immediate relief of unemployment is in the construction industry, which has been artificially restricted during and since the war. We are short more than a million homes; all kinds of building and construction are far behind national necessity. The Senate Committee on Reconstruction and Production in March of this year estimated the total construction shortage in the country at between 10 and 20 billion dollars. Considering all branches of the construction industry, more than 2,000,000 people could be employed if construction were resumed."

"Public construction is better than relief. The municipalities should expand their school, street, and sewage repair work and public building to the fullest possible volume compatible with the existing circumstances. That existing circumstances are favorable is indicated by the fact that over \$700,000,000 of municipal bonds, the largest amount in history, have been sold in 1921. Of these \$106,000,000 were sold by 333 municipalities in August. Municipalities should give short-time employment the same as other employers."

"Private houses, hotels, offices, etc., can contribute to the situation by making repairs and alterations and doing cleaning during the winter instead of waiting until spring, when employment will be more plentiful."

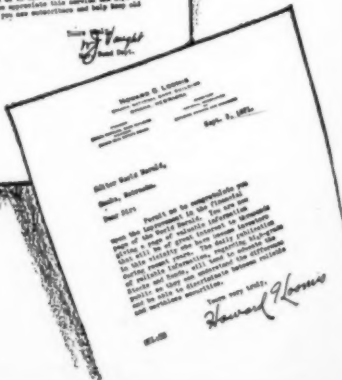
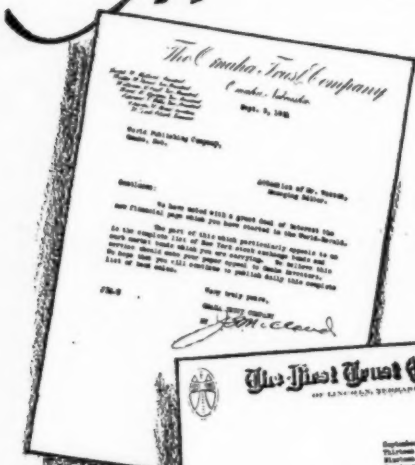
Woolworth Sales Gain in October

The F. W. Woolworth Company reports sales for October amounting to \$14,406,922, a gain of \$1,164,505 or 8.79 per cent over October 1920. Sales for the first ten months of 1921 show an increase of \$3,396,221 or 3.18 per cent over the corresponding period a year ago. The gain made in October is the largest for any month thus far in 1921.

Southern Insurance Companies in Joint Campaign

The eleven North Carolina fire insurance companies which recently organized to secure a larger share of the business in their own State are conducting a campaign of joint newspaper advertising in North Carolina dailies. The copy appeals to North Carolinians to take pride in their State's prosperity and to patronize home fire insurance companies.

Heralding the suprem.



Reproduced above are three unsolicited letters selected at random from a large number that the World-Herald has received. The signatures are those of men who know. Read what they say.

acy of the *World-Herald's* *financial and market page*

Many others, big business firms, executives, farmers, are all enthusiastic over the service extended in this department to readers.

maha

Market City of the richest trade territory, seventh city in bank clearings per capita, now has in the *World-Herald* a market and financial page unsurpassed by any newspaper West of Chicago.

The total net paid circulation of the *World-Herald* (last A. B. C. audit) 74,869. Send for detailed report. Ask our service department for any information regarding this territory. Its sole purpose is cooperation with the foreign advertiser.

Investors in this section look to the *World-Herald* for reliable investment information. Individuals or corporations with sound offerings will find here a golden field in which to reap results.

Among the features are a complete list of New York bonds, curbs and curb bonds. Long representative list of United States Stocks. Up-to-the-minute leads by Stuart P. West. Commodity News from all over the country. Business news from diversified business centers. Full service of the Consolidated Press Association.

OMAHA WORLD-HERALD

Away ahead of the rest in news, advertisements and home circulation.
O'Mara and Ormsbee, Repr. Chicago—New York—San Francisco

It Will Be "Business As Usual" with Santa

In Shreveport This Year

Shreveport merchants are preparing for the busiest shopping season this Christmas that they have had in several years. Prosperity is not theoretical in Shreveport. Bank clearings—busy cash registers—optimistic business men—testify it to be a fact. Shreveport people will buy with the old spirit this year. And this year, as every year, the Shreveport Times will guide them in their purchases. A hint to the wise!

A Wonderful New Year Is on the Horizon

If there is anything more pleasing to Shreveport business men than prospects of a 100% Christmas season, it is the splendid New Year looming up ahead. Advertisers planning 1922 schedules will do well to study conditions in the Shreveport territory. Always known as "the city with a buying-power twice as great as its population," Shreveport will sustain its reputation and add to it, next year. A new oil field is one reason!

Write direct or consult our representatives for any information desired.

The Shreveport Times

Shreveport, La.

ROBERT EWING, Publisher JOHN D. EWING, Asso. Pub.

Published Every Morning in the Year

S. C. BECKWITH SPECIAL AGENCY
Eastern Representatives

JOHN M. BRANHAM SPECIAL AGENCY
Western and Southern Representatives

Civic Pride to Increase Sales of Advertised Lines

How a Big Department Store Is Featuring Products of Home State

DURING the war there was a sign that seemed to tie up very closely with Benjamin H. Jefferson's definition of an "Act-line." In the window of a big bank on the main street of a city there would be an exhibition of harness, let us say. The poster showed horses dragging a big gun into position, and under it these words: "At the word 'charge' this harness will have to stand the supreme test. It will—it was made right here in Peoria." This Actline appeal to civic pride greatly increased the production of harness and many other articles of war material.

Hahne & Company, a big department store of Newark, N. J., are using the civic pride appeal and at the same time are featuring advertised products in order to help put men back at work. Full-page and double-page newspaper space is being used to advertise what is called the "Home Town Products Display." The newspaper advertising consists of many little ruled off squares, featuring first the product, then the price, and then the name of the concern making it, the number of years it had been in business in the vicinity and the number of people it employed. A sad-iron was advertised, for example, at \$1.98. Underneath the selling talk about the sad-iron set, are the words: "Manufactured by Bless & Drake, Newark, N. J., for seventy years leading manufacturers of sad-irons and Mrs. Potts' irons. They employ 125 people and are working full capacity." The goods thus advertised were displayed in specially constructed booths, several of them having people from the factory in attendance. At the Rubberset booth, for example, were girls from the factory making brushes right on the spot. The product was shown in its finished and unfinished state and the proc-

ess of manufacture explained. At each booth was a card tying up closely with the newspaper copy and telling the number of people now employed by the factory. The whole sale was designed with the idea of appeal to civic pride

Floorlac and Brush 45c Outfit, 10c

Floorlac—a splendid, useful product of the famous Sherwin-Williams Co. It stains a surface to closely imitate expensive woods and at the same time varnishes it—saves one operation. Easily applied and dries in a few hours.

30c Can Floorlac and 15c Varnish Brush for only 10c if you fill out the coupon at the bottom of this advertisement and bring it to our Paint Department.

This coupon, properly signed and presented to our Paint Department with 10¢ entitles you to a 30c can of Floorlac and a 15c varnish brush.

Name

Address

No mail or phone orders filled.

Manufactured by Sherwin-Williams Paint Co., Newark, N. J.

Employing 325 people; in business in Newark 20 years.
HARNEY-BASEMENT

"Aero" Silk Mattress \$20.75

Reg. \$27.80. Made especially for Hahne & Co. Called "Aero" because of its lightness—only 30 lbs. in full size mattress. Beautiful art ticking, full roll edge. In all standard sizes.

\$40.50 Hana Box Spring, \$34.75—All tempered steel spring, tied eight times. Kapok top tufted. Choice of ticking. All sizes.

Manufactured by Robinson Roders Co., Newark, N. J.

HARNEY—THIRD FLOOR

SECTIONS FROM THE NEWSPAPER PAGE
SHOWING HOW ADVERTISED GOODS
WERE FEATURED

and at the same time stimulating the plan of putting more men back at work, by helping the manufacturers move goods from stock.

This tie-up between advertising and the display of the products, a great many of which are advertised either nationally or locally, had a decided effect in stimulating consumer interest. Just previous to the sale, principals in several of the schools of Newark had asked their pupils to

write essays on articles of daily use made in the city. The teachers, with classes of school children, visited all the booths. The coming generation of buyers thus received a practical insight into the goods made in their home city, and in many cases were told by the card and the people at the booths something of the history and personality of the company that made the product.

Many of the articles featured were priced at cost, and almost all of the articles displayed were specially priced for the occasion. In acting as a quick outlet for the manufacturers of each locality, and in acquainting the people of their city with the extent, variety and value of the goods made there, this department store acted as a close contact between the manufacturer and the public.

At a time when in hundreds of cities the Mayor's Committees are working to place more men back in industry, it would seem opportune for manufacturers and department stores as their quick outlets to tie up more closely than ever before. Various items which PRINTERS' INK is publishing from time to time seem to show that this tendency is apparent in many parts of the United States.

The newspaper service departments in all parts of the country also are co-operating in this work by bringing all elements in the community together, and are helping local factories and merchants to move stocks and so put more men back in the ranks of producers and spenders.

Heinz Tells the "Why" of Its New Low Prices

Using 500-line copy in the newspapers, the H. J. Heinz Company, maker of the "57 varieties," is telling the public why it has been able to lower prices to the consumer. It states that the lowered costs in the Heinz kitchens promptly lowers the cost to the retailer because never are the retailers' stocks of the "57" large. Shelves being clean, the retailer can restock at once at the lower replacement. The copy closes with a list of the products and the new prices, and the final phrase, "Ask Your Retailer."

Revising the Employees' Magazine List

OFFICE OF THE POSTMASTER GENERAL
WASHINGTON, D. C.,
November 14, 1921.

Editor of PRINTERS' INK:

May I obtain from you a list of employees' magazines such as was reprinted from the PRINTERS' INK, issues of February 19, March 11, March 18, April 1, April 8, and May 13, 1920?

I shall thank you for this very much.

WILL H. HAYS.

THE list Mr. Hays refers to, since it is now close to two years old, is considerably out-of-date. It was published during the height of business prosperity. Just a few months later conditions began to change, and with the return of factories to part-time or reduced working forces, employees' magazines, in many instances, were suspended indefinitely.

For this reason, and the natural death rate of these publications, PRINTERS' INK's compilation requires revision. That is now being done. The list will be restricted to those organization magazines designed for, and distributed exclusively among, the employees of a company. We shall be glad to receive copies of these from companies desirous of including their publication in the list.—[Ed. PRINTERS' INK.]

Signal Electric Account for New York Agency

The Signal Electric Manufacturing Company of Menominee, Mich. has placed its advertising account with Grandin-Dorrance-Sullivan, Inc., New York.

Electrical trade publications are being used generally, and plans are being worked out for the use of national magazines.

Otto J. Hamilton with "The Fruit Belt"

Otto J. Hamilton, recently with the advertising department of the *American Fruit Grower*, and for several years on the staff of J. C. Billingslea, has taken an interest in and will manage the advertising department of *The Fruit Belt*, Grand Rapids, Mich.

Now unquestionably

— *the biggest
Magazine
value in the
class field*

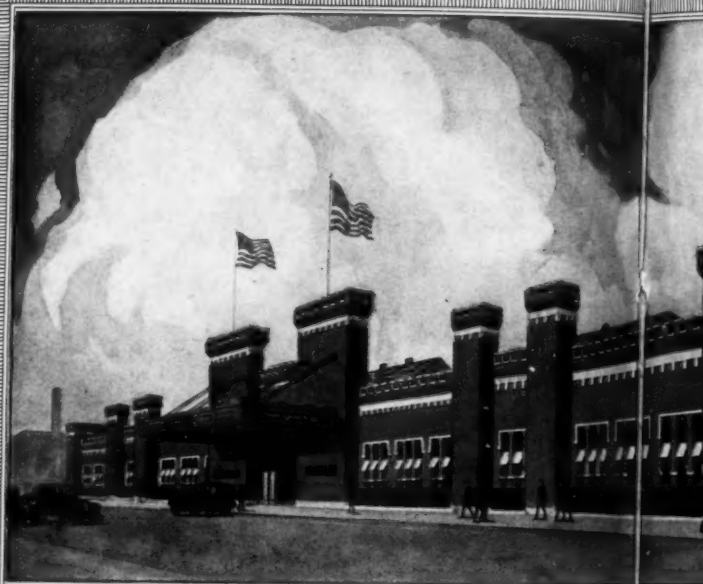
Life

reduces its rates!

Line	Rate	Page	Rate	Inside Covers	Back Covers
was		was		was	was
\$2.75		\$1155		\$2100	\$2900
now		now		now	now
\$2.00		\$850		\$1750	\$2550
				<i>In Four Colors</i>	<i>In Four Colors</i>

—this is the new low cost of reaching life's
MASS OF CLASS readership—200,000 net
average guaranteed—with pro rata rate re-
fund! Effective first issue in January, 1922.

Geo. Bee. Are., Life's Adv. Mgr., New York
B. F. PROVANDIE, Western Manager.
1637 Marquette Bldg., Chicago



Executive Offices and
CHICAGO

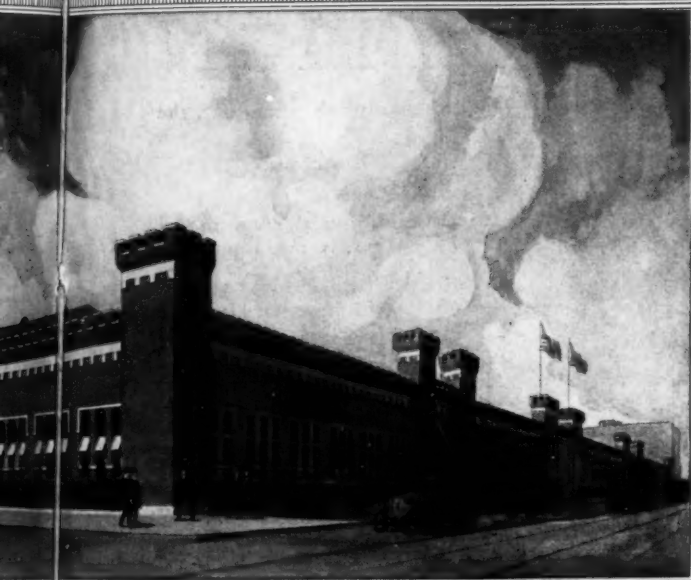
HARRISON, LOOMIS & CONGRE

These new and enlarged Executive Offices and Studios have requirements of our greatly increased business. This building is of a block deep—and we are told that it is not only the largest but that its appointments and equipment place it in the vanguard.

CHICAGO

Thos. Cusack

OUTDOOR ADVERTISING—N



Offices and Studios **CHICAGO**

LOOMIS & CONGRESS STS.

and Studios have been made necessary to meet the service
ness. The building is now one block wide and three-quarters
is not only the largest one-floor office building in the world,
place in the very forefront of business establishments.

S. Cusack & Co.

NEW YORK

VERTISING—NATION-WIDE

The Reward of CIRCULATION

With its over 3,000,000 circulation as a mighty magnet, the

American Weekly

is passing its field in leaps and bounds in the volume of advertising published as is shown by the accompanying table.

From the figures printed below it will be seen that the AMERICAN WEEKLY has climbed from last to second place among National Weeklies in Advertising Lineage, having passed, during the last three years, all publications in its field except one.

ADVERTISING LINEAGE OF NATIONAL WEEKLIES FOR THE LAST FOUR OCTOBERS

	1921	1920	1919	1918
Saturday Evening Post...	214,103	358,787	304,198	198,514
American Weekly	61,361	54,656	26,648	7,056
Literary Digest	59,988	155,928	90,886	87,396
Town & Country.....	49,665	79,654	73,083	50,775
Collier's	14,422	66,746	20,870	44,092
Leslie's	8,752	35,245	42,416	32,293
Christian Herald	20,693	38,405	35,445	22,456
Outlook	26,530	31,730	28,272	22,791
Scientific American	4,957	37,274	36,776	30,197
Life	13,405	30,417	29,093	19,523

473,876 888,842 687,687 515,093

Above figures reproduced from Printers' Ink for
November 10, 1921.

"Say it with Circulation!"

The American Weekly

Published simultaneously with

NEW YORK AMERICAN
CHICAGO HERALD AND EXAMINER
BOSTON ADVERTISER
WASHINGTON TIMES

LOS ANGELES EXAMINER
SAN FRANCISCO EXAMINER
ATLANTA GEORGIAN
SEATTLE POST-INTELLIGENCER

MILWAUKEE TELEGRAM

Three Million Families Read the American Weekly.

If you want to see the color of their money use color.—A. J. K.

A. J. KOBLER, Manager, 1834 Broadway, New York City

Western Office, Hearst Building, Chicago



Bankers Want to Know More about Distribution

Have Probed Production and Made the Cost Accountant and Efficiency
Expert for This Purpose—Now It Is Distribution's Turn

By E. St. Elmo Lewis

IN the period from 1885 to 1900 American business went through its greatest reorganization. It proceeded in the beginning on the fallacy that great combinations of plants and capital made success a certainty. The failures of many of those combinations accented the value of competent men. The size of a corporation is limited only by the ability of a man to manage it—and the growth of that man is a matter of time, and you cannot hurry it.

The entrance of the banker into these combinations marked the evolution of the banker from a money lender, dealing with individuals, governments and public service corporations, to a corporation financier and industrial, commercial and business administrator.

With the banker came his natural demand for better accountancy, especially cost accountancy. The banker made the certified public accountant because he wanted a competent hand passing on the figures of his companies, and he wanted professional ethics as a safeguard.

This growth in the art and science of accounting led to the gradual standardization of accounting nomenclature and methods. Bankers could intelligently compare the statements of their clients.

Cost accounting furnished a basis by which they could compare the efficiency of effort and expenditure in different plants and industries. This led managers to look more carefully into their factory operation.

Engineering then became daily a more important subject of study.

From an address before the annual meeting of the Association of National Advertisers at Lakewood, N. J.

Engineering made for the classification and standardization of production nomenclature, data, experiences, and soon the individual experiences, being checked against exceptional and average results, were robbed of their sanctity as individual achievements, and were seized upon as new objectives to shoot at, or as points of departure.

The inevitable happened—an engineer found principles at work in the welter of varying results.

In June, 1903, at the Saratoga meeting, a man came before the American Society of Mechanical Engineers and read a paper. Frederick W. Taylor presented his first great contribution to the literature of industrial engineering, "Shop Management"—which was generally recognized as Henry W. Towne said: "As the foundation of the science of industrial management."

Since that time numberless developers of the idea have appeared and industry has been immeasurably benefited by the efficiency which Dr. Taylor's philosophy has directly and indirectly produced.

DISTRIBUTION IS NOW THE PROBLEM

These developments came as a logical result of competition and the desire to find out what managers were actually getting for the man, the time, the money and materials and brains with which they had been entrusted. So far distribution has been but touched.

But its time has come.

How are we going to meet it?

As advertising and sales managers we are on the threshold of one of the most interesting eras in the whole history of business. Competition in the next twenty years is to be keener than ever.

The eyes of the world are on

the problem of distribution. Again I say we have money, material, equipment. Distribution is generally considered to be our weakest link.

I see just around the corner the men who have been studying the language of the new day, men who have been training in finance, economics and engineering, and are now delving into the problems of markets, merchandising, selling and advertising. They are finding some strange things.

It is plain that we are going to study their field, their problem, and thus meet them on their own ground, for the betterment of the work to which we have given ourselves.

Three things will have to be sold the general executives, the capitalist and financiers of American business:

1. What organized research can do to formulate the real problems of their markets.

2. How these problems can be successfully handled by advertising and selling methods.

3. How advertising and selling plans may be evaluated in terms which can be co-ordinated with their business methods.

Finally—That this work is worth what it will cost to do it right—because, the cost of distribution cannot be cut until this work is done.

1. Distribution is the next big division of business activity to be approached from the standpoint of the engineer to find out what standards can be developed by which the sales performance can be evaluated, short of waiting for the dollars and cents results—and wastes eliminated—for it is quite plain that the value of a sales performance is not going to be fixed by the size of the returns, nor entirely by the amount of the profit, but by the per cent of the opportunities for profit realized upon.

2. That the distribution department must meet the same tests, and largely in the same terms, to which other departments are subjected, i. e., that distribution cannot refuse to plan and schedule its

performance in co-ordination with finance and production.

3. That the distribution department will have to so develop its control that it will constantly grow in ability to make accurate forecasts of its returns; and be able to maintain high morale in its force of salesmen and co-operating organizations by an equitable distribution of the burden of sales.

4. That advertising will have to develop some standards of evaluation more definite than publicity has yet developed.

Mason Again Heads Specialty Manufacturers

Officers of the American Specialty Manufacturers Association elected at the thirteenth annual convention held last week at Atlantic City are as follows:

President, Fred Mason, American Sugar Refining Company; first vice-president, W. W. Frazier, Jr., Franklin Sugar Refining Co.; second vice-president, James M. Hills, Hills Brothers Company; third vice-president, Louis McDavit, Colgate & Company; treasurer, D. O. Everhard, Ohio Match Company.

The members of the board of directors, in addition to the officers, are: William L. Sweet, Rumford Chemical Works; S. H. Small, Postum Cereal Company; George H. Carter, D. & L. Slade Co.; R. H. Bond, McCormick & Co.; J. T. Williams, Creamette Company; C. F. Healy, Carnation Milk Products Co.; R. R. Moore, Diamond Crystal Salt Co.; J. F. O'Brien, Kellogg Toasted Corn Flake Co.; F. E. Barbour, Beech-Nut Packing Co.; R. R. Clark, Aunt Jemima Mills Company; Frank King, Colonial Salt Company; A. E. Phillips, Welch Grape Juice Company.

Secretary, H. F. Thunhorst, New York.

Appoint W. F. Peters Retail Trade Secretary

William F. Peters has been appointed secretary of the Retail Trade Board of the Boston Chamber of Commerce. He was formerly with the *Traveler* and *Journal* in Boston. Mr. Peters succeeds Arthur J. Kelly, who has resigned to join the R. H. White Company, Boston.

Ray Fair Returns to Agency Work

Ray Fair, formerly with Betting-Thompson-Madden, Inc., of St. Paul, and more recently connected with the Hackett-Hayes-Standfield Poultry Company, of Minneapolis, has joined the sales staff of Critchfield & Company at Minneapolis.

Business Methods

The Select List is a highly developed business organization. It is an incorporated association. It holds regular business meetings. It is out to build business for itself by building business for others.

National Advertising is handled in a business-like way. Honest circulation statements (A. B. C. in most cases), local investigation and sales helps, simple billing and checking systems—all the co-operation of the modern metropolitan daily is offered by The Select List.

Eight Select List men—constantly on the road—are ready to work with you in developing trade surveys, business reports and the like. Write us about it.

Intimate Circulation

The publisher of any Select List Paper is one of the city's leading men—well known and respected. Products advertised in his paper carry his approval.



Ohio Select List

of daily newspapers

Robert E. Ward

Director of Advertising

New York
225 Fifth Avenue

Chicago
5 S. Wabash Avenue



For the thousands who attend
the Palace—

MOTOR

THE NATIONAL MAGAZINE OF MOTORING

contains a complete and authentic review
of the more important exhibits

It affords the dealer a welcome opportunity to arrive at an unbiased opinion away from the confusion of the Show. It gives him an accurate record of the developments during the past year. He can rely on MoToR to give him a permanent record of the Show to carry away with him, with illustration after illustration of all that is worth while in the industry.

It gives the individual purchaser comparative information on which he will buy. Space in MoToR offers the manufacturer an opportunity to tie up his exhibit with a forceful sales appeal and do this when the impression is still fresh in the buyer's mind. And this he can do at a slight cost per message.

You can reach your market through the pages of MoToR. You can sell your product through this striking and artistic magazine. You are offered national distribution at a very moderate cost.

MoToR CARRIES THE SHOW INTO

To the many more thousands
who are not able to attend
the Palace—

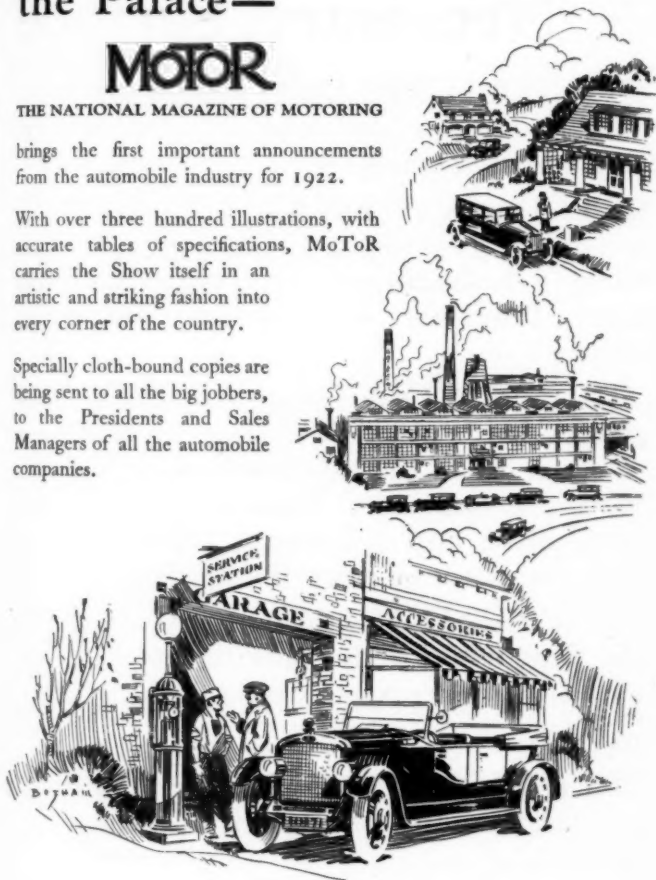
MOTOR

THE NATIONAL MAGAZINE OF MOTORING

brings the first important announcements
from the automobile industry for 1922.

With over three hundred illustrations, with
accurate tables of specifications, MoToR
carries the Show itself in an
artistic and striking fashion into
every corner of the country.

Specially cloth-bound copies are
being sent to all the big jobbers,
to the Presidents and Sales
Managers of all the automobile
companies.



Forms close December 10th. The very definite advantages offered in the
Show and Reference Number make space in this issue of first consideration for
your 1922 sales campaign. You still have time to reserve space in MoToR's
Annual—the most distinctive and influential medium of the industry.

W INTO EVERY STATE IN THE UNION

SWEET'S ENGINEERING CATALOGUE

A Necessary Service

GENERAL PUBLICITY may fluctuate in volume and may be reduced in unpromising times.

SWEET'S ENGINEERING CATALOGUE is a standing business adjunct with a definite bearing on the future. It is properly a fixed item of business maintenance and trade expansion.

THE CATALOGUE that a manufacturer places in "Sweet's" is distributed to a selected list of 15,000 names of individuals who are definitely known to hold the purchasing and specifying power in the industrial and engineering field.

IT REPRESENTS you with the buyer at the time when he is ready to buy.

IT IS IN ACTIVE SERVICE for twelve months.

ITS DISTRIBUTION LIST enables you to plan the most effective follow-up.

WRITE US today.

SWEET'S CATALOGUE SERVICE, Inc.
119 WEST FORTIETH STREET
NEW YORK CITY

FORMS FOR THE EIGHTH EDITION CLOSE DECEMBER 31

Pig Iron Sold by Advertising

How the Charcoal Iron Company Stimulated Sales in What Was Known as a Dead Market

By Roy Dickinson

THERE has been a remarkable tendency lately for the producers of raw material to get closer to their final consumer and to go after the buyer with aggressive sales and advertising methods rather than to wait for him to come and get the product. As stated in *PRINTERS' INK* of October 6, the question of better selling and more aggressive merchandising methods as the key to normal times was discussed with great interest at the President's Unemployment Conference. The producer in a basic industry is apt to think that, while more aggressive selling applies with particular force to a man in the shoe business or to a man making Shredded Wheat or umbrellas, it has very little, if anything, to do with steel or his own particular business. His, he may think, is too prosaic a business to interest anyone outside of it. The producer of the raw material is often apt to say, "Who is interested in talks about ore or iron? What interesting selling talks can be given about coal, coke or chemicals?" And yet the man who wonders whether better selling can possibly apply to his business is continually being interrupted by somebody in his own line who is going ahead and doing the very thing that he says can't be done. Copper producers, a certain coke company, a certain coal company, the Armco Iron Company and other pioneers are showing that better sales and better merchandising methods build business in basic materials just as they do in other lines.

The Charcoal Iron Company, of Detroit, for example, has just done a thing that should be of vital interest to men in all lines of basic industry. If business men think they have so little to say about their products that they can't use advertising as an aid to

more aggressive selling, let them consider pig iron. Pig iron seems to be about as prosaic as anything in the world. If there is ever a time when it is even more prosaic than at others, it is when manufacturing is holding back and when practically no pig iron is being sold. Nobody needs to be told that for the last eight or nine months it has been mighty hard to sell pig iron.

Last spring the Charcoal Iron Company of America became convinced that if it could tell certain prospective customers about the advantages in using a certain proportion of charcoal iron with coke iron, and tell of some of the results achieved, it might be able to build a foundation for more direct selling.

It was up against a big difficulty in getting hold of the technical details that foundrymen and manufacturers demanded as to these results, and then in presenting them to prospective customers.

CUSTOMERS FURNISH INSTANCES

The company started, therefore, with a questionnaire sent to users of Cicoa Charcoal Iron. These users were frankly told that a certain class of information was desired and that their co-operation was wanted in an effort to expand the Cicoa business. As is so often the case when a man states frankly that he wants co-operation, it was immediately secured. There was no hesitancy on the part of the customer, and a wealth of information was brought to light about the worth of charcoal iron castings that previously had not been in possession of the company. It made the finest sort of selling ammunition.

Using this valuable material as a basis, an advertising campaign was started, consisting of space in a list of class and trade publications, and a direct-by-mail cam-

paigned. The copy in both of these campaigns was tied up very closely. The full-page space in the business papers, for example, told that Steinway pianos contained Cicoa charcoal iron castings. The care which Steinway used in selecting its materials, insisting

T. Steinway, president of Steinway & Sons, that stated, among other things, that the use of the branded charcoal iron resulted in string frames having great strength with reduced weight.

In each one of the pieces of direct-by-mail advertising, some big customer was featured, a large illustration of his product being shown in almost every case, and on the page opposite were emphasized interesting facts given by the user about the product.

The business-paper copy did not so often feature the big user, but usually gave a straight selling talk about Cicoa charcoal iron, showing that the final cost of the iron castings, due to savings in machine shop costs, was in the long run less than ordinary iron castings. And this direct-by-mail and business-paper advertising brought unusual results. A few incidents will show that even so unromantic a thing as pig iron can get people talking about it and buying it.

Shortly after the Steinway circular was issued, a Cicoa salesman called on a large foundry that makes a specialty of casting string plates for piano manufacturers.

He was all but shot at sunrise. It appears that other piano makers who were receiving the Steinway circular immediately began writing the foundry to ask why charcoal iron was not used in their string plates. The foundrymen were rather peeved. They claimed the advertising was an effort to "force" them to use Cicoa charcoal iron. The salesman finally talked them out of their unjustified peeve, and went away with an order for 100 tons.



Steinway Pianos Contain Cicoa Charcoal Iron Castings

Steinway & Sons, makers of famous Steinway Pianos, select their materials with scrupulous care. They insist on quality, first and last.

Every bit of material must stand the most rigid tests and measure up to the high standard demanded.

For many years Steinway & Sons have been consistent users of Cicoa Charcoal Iron. They have found that it is possible to make unusually strong string frames with reduced weight.

Recently they checked their own tests by having a governmental agency test Cicoa Charcoal Iron.

It found that the test blocks showed a tensile strength of 30,000 to 34,000 pounds against the accepted standard of 18,000 to 24,000.

This great strength is due to the finer, closer grain of Cicoa Charcoal Iron Castings, and the absence of impurities.

Hundreds of other careful manufacturers specify a percentage of Cicoa Charcoal Iron in their castings.

They know that it means greater strength, a closer grain, higher malleability, and longer wear, as well as fewer losses from defective castings, due to blow holes, openings, hard spots, and other imperfections.

The real test of pig iron depends on the final tally sheet—the score of perfect castings in a finished instrument stands for the real test. May we show you how to use Cicoa Charcoal Iron to advantage in your product?

The Charcoal Iron Company of America
Union Trust Building Detroit, Michigan
Plants at: Ashland, Wis. and Newberry, Montclair and Beaver City, Michigan

Cicoa Charcoal Iron

INDIRECT TESTIMONIAL ADVERTISING IN BUSINESS PAPERS

upon quality first and last, was emphasized. The fact that Steinway had recently checked its own tests by having a governmental agency try out Cicoa charcoal iron, and that this test proved a tensile strength of 34,000 pounds against the accepted standard of far less was also used in the business papers.

A piece of direct-by-mail advertising showed a big Steinway parlor grand piano on one side and on the page opposite Steinway pre-eminence was linked up with Cicoa charcoal iron. In the direct-by-mail advertising there was added to the technical information a statement by Frederick

Shortly after the first appeal in the series had been sent out, a large foundry on the Atlantic seaboard sent in an order for a carload. It was shipped and a Cicoa representative was sent to find out why it had been ordered. The company refused to go into details, but said some experiments with Cicoa charcoal iron were planned. Evidently the experiments proved something definite, for the Charcoal Iron Company recently received from this same foundry an order for 700 tons of Cicoa.

A man who introduced himself as one of the engineering staff of the Bethlehem Steel Company called recently at the plant of the H. S. Lee Company, of Plymouth, Mich. This firm was featured in the first piece of direct mail. He said that the statements made in behalf of Cicoa charcoal iron had so interested his concern that he was commissioned to make a first-hand investigation of what charcoal iron will do.

A big foundry in West Virginia bought a large quantity in direct response to an inquiry which had been sent the Charcoal Iron Company in reply to one of these circulars.

One of the largest manufacturers in the United States, and probably one of the biggest users of castings in the world, wired to the Charcoal Iron Company asking that a technical man be sent to New York at once to demonstrate how Cicoa charcoal iron could be used to improve his castings.

An interesting phase of the campaign has been that two foundries that were mentioned incidentally in the direct-by-mail advertising series attributed notable increases in their own business to the advertising that they received through this campaign.

Incidents such as the ones enumerated here, in a period when pig iron was not selling readily, should prove interesting reading to other men who produce raw material. And yet these incidents of new business came as an added increment to a campaign that was designed for something

else. It was not supposed that any immediate quick results in orders would come about, but rather the thought behind the campaign in its first instance was that of laying the foundation for more aggressive selling by the manufacturers of Cicoa when business again approached normal. The stimulation of sales in what was known as a dead market has made the producer consider a much larger advertising campaign in the near future, and selling pig iron can now be added as another indication of what advertising can do in periods of depression by a producer who is not afraid to step out of the beaten track in his methods of getting business.

It will be exceedingly interesting to note how many producers of other basic materials follow these modern pioneers in the basic industries who are leaving the beaten trail and taking more direct routes to the place of better sales.

Hospitals Advertise for Probationers

Hospitals of Philadelphia and surrounding cities in Pennsylvania and New Jersey are using newspaper space to obtain probationers for trained nurses. The copy gives promise of free tuition, board and lodging, and outlines possibilities of generous returns because of the nurse shortage. The names of the hospitals to which application may be made are given. There are twenty-one of them.

Suggests New Product for Shoe Stores

In trade publication advertising, The Scholl Mfg., Company, Chicago, directs the attention of shoe dealers to the potential market for corn remedies in the retail shoe store. The copy is designed to interest the retail dealer in diverting the business in corn remedies which is going elsewhere to the retail shoe stores. A window and counter display is advertised to the latter.

Joins Hannah-Crawford

George F. Weber, for the last five years a member of the advertising staff of the *Milwaukee Journal*, has joined Hannah-Crawford, Inc., Milwaukee, and will have charge of advertising service work for "Milwaukee" official publication of the Milwaukee Association of Commerce, for the Hannah-Crawford organization.

The Over-Insistent Salesman

Both in the Office and in the Home, He Can Do Irreparable Damage to the Reputation of a House—Some Fact Instances

By S. P. Oakley

MR. X. was lifted from the home office and sent out on the important mission of securing authorized agents for a new tire that was to be put on the market.

He was an exceedingly competent man, of imposing manner and address and an immaculate dresser. True, he seldom smiled, and he took life very seriously, but these points were looked upon as virtues. Headquarters knew him as a department manager of sterling integrity.

But to secure agents for a new tire is an exacting and sometimes a discouraging job. There are many tires and a minimum number of thoroughly dependable agents. It sometimes becomes necessary to steal an agent away from another house.

In this case it was necessary to do several things—speedily:

Find in every town a strictly high-class agent and secure his promise to devote his attention to this one tire.

Persuade said agent to agree to a certain established type of store front and display, even if architectural changes were necessary.

So impress these new agents with the importance of their coming relationship that they would "stick"; sign up for a definite period of time.

Sell the ideals of the manufacturer to the agent, and sell him thoroughly.

Eleven big men were sent out to attend to this most important assignment. Ten of them proved satisfactory. Mr. X. did not measure up to his responsibility and was speedily recalled. The man who covered the same ground and who investigated made the following report:

"Was over-insistent, often to the point of becoming objectionable. If prospect did not almost immediately conform and fall in

with his views, an argument was started. Frequently lost temper. Nerves always on edge. Easily ruffled. Chief fault intolerance. Could not seem to understand why other fellow was entitled to opinion of his own. Lacked tact."

The character of the man was summed up rather dexterously in this short memo. It was all there. Mr. X. could not understand why anyone should cross him for a moment. Was he not the Important Mr. X.? He could out-talk any of these poor, illiterate men. He was better educated. He knew how to dress. He manicured his nails and always wore clean collars. Who were they, to doubt anything he said, to question him, to reject his views?

The small-town dealer paid no attention to Mr. X. and his dignity. They were free agents. Nothing in the United States Constitution compelled them to kowtow to him or to show him more consideration than they might show to the veriest roughneck salesman on the road, as roughshod as themselves.

Mr. X. was not accustomed to such treatment. Here was a leopard that could not change his spots overnight. The moment the garage man, in Dusty-Corners, Me., put Mr. X. up against the wall and told him a thing or two, Mr. X. fought back—scratched and kicked.

NOT SAFE TO JUDGE THUS

Sales managers always have this situation to face: the problem of the highly educated type of salesman who holds himself aloof from his shabbier prospects. To assume a patronizing air, one of extreme condescension, is fatal.

The purchasing agent of a certain large institution, just outside of New York, is a rough diamond.

(Continued on page 121)

Goes Over Big in Chicago!



Mickelberry's Sausage

With the Secrets of Southern Seasoning

Mickelberry's Food Products Company

U.S. GOVERNMENT INSPECTED

801-11 West 6th Place

CHICAGO

November 14, 1921

The Chicago Herald and Examiner,
326 W. Madison Street,
Chicago, Illinois.

Gentlemen:-

We take pleasure in expressing our complete satisfaction with the merchandising campaign conducted in Chicago during October last, by the Herald and Examiner. With your cooperation we tripled our list of dealers during this campaign and we are satisfied that today our distribution of Mickelberry's Sausage in Chicago and suburbs is about complete.

The repeat orders are holding up wonderfully well, due to the high quality of our product and our extensive advertising campaign now running in the Chicago papers. Business is good!

Yours very truly,

MICKELBERRY'S FOOD PRODUCTS CO.

H.

Chas. Mickelberry
Secretary

Write for printed exposition of the Merchandising System which made this distribution and sales campaign a success in the great Chicago market. Address

CHICAGO
HERALD AND EXAMINER
AMERICA FIRST



CENTURY

for DECEMBER 1921

A Treasure House of Magazine Riches

The fulfilment is more abundant than the promise. December CENTURY brings a wealth of beauty, entertainment and serious thought which far surpasses expectations.

The cover design is new, and of commanding distinction. Throughout, the magazine is embellished with artistic treatment of superb character. Many illustrations are in color; notably a series of drawings by John Wolcott Adams. Three rare woodcuts by Albrecht Durer are reproduced.

In its store of literary treasures is an unpublished play by Oscar Wilde, a Burmese masque, with illustrations by W. T. Benda. There is another richly conceived story by Donn Byrne whose "Messer Marco Polo" has been one of the literary events of the year. This is a dramatic story of Balkis, Queen of Sheba and King Solomon, and is illustrated by C. B. Falls. Other fiction includes complete stories by Adriana Spadoni, Lorna Moon and Albert Kinross, with

T. S. Stribling's remarkable serial novel "Birth-right."

To this Christmas CENTURY, Ernest Thompson Seton has contributed a spiritual autobiography, "The End of the Trail," with drawings by the author. Serious articles on the Income Tax by Samuel Spring, and on The Habits of Public Opinion by Walter Lippmann will command earnest attention from thoughtful readers.

The CENTURY deserves a careful inspection by every man in the advertising world because it is a sincere and successful effort to publish a magazine of higher character than was previously conceived. To this end exceptional editorial talent, determined energy and much money have been devoted. The result speaks for itself.

That such a magazine is well appreciated is amply demonstrated by steadily increasing circulation at the higher price.

Enhanced value to CENTURY advertisers results not only from the greater number of influential homes in which the magazine is welcomed, but from the beautiful environment in which advertisements are placed, extremely fine printing, and above all the unquestionable reader interest.

The Century Co., Publishers
353 Fourth Ave., New York

50 cents per copy
5 dollars per year

One of the Quality Group





Let the Dealer Know That You Are Advertising

Confidence is the key to co-operation. Confidence is contagious. The retailer believes in the newspapers he reads—in New York, The World and The Evening World. (See The World's Graph Book.)

The retailer believes in the newspapers in which he advertises—in New York, The World and The Evening World. (Ask for comparative Department Store and Home Furnishing figures.)

Make sure of the dealer's confidence by advertising in his favorite and *trusted* home newspaper, in his own *tested* advertising medium. He is himself a representative consumer, and he knows local advertising mediums.

The retailers' choice, in most cities, is *first choice*.

When the dealer sees your advertising where it inspires confidence, where he knows it ought to be, he'll co-operate.

To "tell the trade" about your advertising is not enough.

Let the trade SEE IT. Nothing easier!

The World and The Evening World have a combined circulation daily of 650,000 for \$1.20 per agate line gross, subject to contract discounts. They carry more drygoods advertising; are read by more jobber, department and chain-store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

Advertise in Newspapers by the Year

THE NEW YORK WORLD'S MERCHANDISING DEPARTMENT
 Mallers Bldg., Chicago Pulitzer Bldg., New York Ford Bldg., Detroit



He came up from the ranks rapidly, before his jagged edges could be polished off, and to look at him, one might assume that he was a twenty-dollar-a-week employee. He dresses very carelessly, has a rookery of an office, and works in his shirtsleeves. His salary is around \$20,000 a year.

A young Western salesman approached him recently, and the entire office is still rocking with laughter at what happened. After sizing up the big, crude, unshaven man in the carelessly appointed office, this college-boy salesman started out with a fancy line of assorted verbal jaw-breakers:

"I simply won't accept no as an answer, Mr. G.," the young man exclaimed, with an air of finality that kept the office clerks snickering behind their typewriters, "you know our house—biggest and best in the country. You can't possibly turn us down. Let me tell you some things you never knew about our line."

Whereupon he recited some spouting platitudes and obvious facts, to which Mr. G. listened most intently, expression as serious as an owl.

And Mr. G. wrote a letter to an official of the company employing the cub, in which, among other things, he said:

"If you folks ever expect to get any business from me, send a full grown man around who is accustomed to dealing with other men. Because I happened to need a shave and was in my shirtsleeves, your kindly representative decided that I stood in need of a schooling in my own business. Talk about insistence—he told me before he removed his hat and gloves that he had sold his bill of goods to us. There wasn't the least doubt of it. Your sales manager had better start a night school for your men."

The salesman who assumes, in advance, that the prospect must buy, that there is no other alternative, and that it's all settled, is a poor asset for his house. He leaves a trail of angry, disgruntled, disgusted people behind him.

People do not care to be coerced. Coaxing is always bet-

ter than browbeating. Impatience is perhaps one of the most serious faults any salesman can have.

Indeed, one salesman of exceptionally wide experience says that it is always better to hold a little aloof, to appear not to be too anxious to sell, to make the prospect eager to have the *privilege* of buying.

"When I was a young man on the road, traveling for a certain specialty," he said, "I had my first real insight into salesmanship's psychology. And a salesman twice my age gave me the tip. I would go in to see a man and begin by stating that I just wanted to show a sample—that I really didn't have anything to sell—that the merchandise was exceedingly scarce, and that he must not even mention that I had given him a glimpse of it. Then I would begin to expatiate upon the advantages of the product and flit like a butterfly over certain facts concerning 'enormous Western territory sales' and an advertising campaign that would reach every prospect in the United States.

"I never knew the scheme to fail. It is by no means new, but not many young salesmen employ it. The old sharks have it as a part of their stock in trade. Suggest by your manner that you are not too pesky eager to sell. Allow the prospect to sell himself. He'll do it. It's human nature to want something you can't have."

CANVASSING HOUSES MUST CHOOSE SALESMEN WITH CARE

Present market conditions have increased the number of field agents, demonstrators and house-to-house canvassers. The country is swarming with them, as it is realized that intensive personal solicitation and salesmanship is necessary as a prop for national advertising.

A canvasser for a household utility, advertising extensively—a woman—chalked up a record for sales by studying at what hour it was wise to solicit business, and in consequence of this analysis her working period was radically cut down.

There were certain hours dur-

ing which women, in private homes, could be approached. There were other times when it was a hazard to interrupt them and such calls were invariably wasted.

Over-insistence, she also found, was an infallible irritant to everyone. Nobody cared for it and most people resented it.

It is her belief that a great many salespeople are doing harm to manufacturers, once they get away from the eagle eye of the home office.

"There is no greater menace to an established line in this country to-day," she explained, "than the ignorant, arrogant, impudent house-to-house canvasser who is insistent to the point of open insult. Of course, a great many of these people represent unimportant projects and merchandise. However, it is not by any means rare for them to sell a standard product, through some hocus pocus agreement with territorial agents, etc."

The ill-advised salesman works an injustice upon all salesmen. One woman complains that she has received as many as thirty-five calls from canvassers in a single day—and in every case they were overly insistent, unwilling to take a dozen "No's" for an answer.

United Retail Stores Get Control of Gilmer's, Inc.

Control of Gilmer's Inc., operating a chain of fifteen department stores through the South, has been secured by the United Retail Stores Corporation. George Watley, treasurer of the latter company, announces that the United Retail Stores Corporation has agreed to put \$500,000 new capital into the business, following a meeting of the officials of both companies at Wilmington, Del.

Kresge's October Sales Show Gain

Sales of the S. S. Kresge Company stores for the month of October showed a gain of \$657,697 over the corresponding month last year. The figures given out by the company for the month's sales are \$5,189,315, compared with \$4,541,618 in October, 1920. For the 10 months ending October 31, sales totalled \$42,073,573 against \$38,769,874 for the corresponding period last year, showing a gain of \$3,303,699.

A Call for Action on a "Buy Now Plan"

TWINPLEX SALES COMPANY
ST. LOUIS, NOV. 4, 1921.

Editor of PRINTERS' INK:

I have just read in PRINTERS' INK with great interest the complete story of the "Advertise Advertising" campaign that has been conducted during the past several years and during the present year by N. W. Ayer & Son, through the free advertising space given for this purpose by interested publishers throughout the country. This, of course, is a splendid movement and of itself will have a great effect upon business, but to my mind a movement that is needed infinitely more now is a similar campaign to educate the people to buy now. This campaign should be based on facts in the case so that the public can be educated all to one mind on the subject of conditions and what present conditions actually are and what future conditions will be, so that this buyer's fear can be eliminated from the mind of the public. Let the purpose of the campaign be to return things to normal immediately, instead of waiting the thirty years that history of the past wars says we must wait.

It seems to me that there is some food for thought here, and better than that—action.

Can not PRINTERS' INK get behind some such a movement and conduct it very much like the "Advertise Advertising" campaign has been conducted? Unquestionably the publishers of the country will get behind this movement just as soon as some active spirit leads them, just as they have done and are doing in the "Advertise Advertising" campaign.

Undoubtedly some agency will offer to prepare the advertisements as N. W. Ayer & Son have done with the "Advertise Advertising" campaign.

A thought that occurs to me is that national advertisers can be gotten to run a small one-half inch standardized display panel across the bottom or top of their ads for the next few months that would substantiate the large ads run by the publishers.

Let's have some discussion of this plan at any rate. I would suggest that the campaign be called the "Buy-Now" campaign. The Sell-Now League is putting over a big thing in getting the sellers of the country to get out and hustle for business and to really sell now. Let us get busy and get the buyers of the country into the spirit of buying now.

TWINPLEX SALES COMPANY,
EARLE GLENN DEANE,
Manager Sales Department.

Philadelphia Agency Changes Name

The Charles Gilbert Hall Advertising Agency, of Philadelphia, has changed its name to Hall & Parker. Miss Mabel Zimmerling, formerly associate editor of *The Ladies' Home Journal*, has joined the organization.

Styles in the Complimentary Letter Close

Easy to Get in a Rut, But the Effort to Make the Close Really Mean Something Is Well Worth While

By R. B. Hewitt

THERE is to the complimentary close—that polite, warm or otherwise farewell with which we end a letter—an inherently transient quality. Like a variety of potato, which degenerates with the years, a particular complimentary close “runs out.” Long usage killed “Your obedient servant,” and it will probably do the same thing eventually to “Sincerely yours,” which is now on a rising tide of popularity among business correspondents.

Personally, I like “Sincerely,” or “Sincerely yours.” It rings right. It expresses an above-board, democratic, honest sort of spirit which we Americans believe ought to be used in letter writing. It hasn't been so long or much used that it has lost its freshness. It means something to the recipient of the letter.

And it still means something to the letter writer himself. It is when a complimentary close becomes a rubber-stamp, a meaningless thing to the man who writes it that its eventual death and departure from business use is made certain. The close, “Yours truly,” now trite and meaningless to most of us, only hangs on as a habitual expression. In the course of two or three generations, perhaps a shorter time, it will be as obsolete as, “Your obedient servant.”

A correspondent in the course of relations with another business had occasion to put in a brisk, sharp complaint. He had exercised patience, mindful of abnormal times, until patience had long since ceased to be either practical or human. He wrote a letter in which he “kicked” with plenty of vigor. He closed his letter, “Good-naturedly.” He got what he went after, and good feelings remained all round.

The close, “Good-naturedly,”

used with tact, says in effect, “You know, Mr. Ratherslow, I'm not losing my temper over this. Not at all. I'm putting in a complaint which any man would who gave and asked a square deal.”

This is displaying insight into human nature. No reasonable person denies another the privilege of standing up for his rights, in a good-natured but determined way. But what normal person is not stung into resentment when the “other fellow,” no matter what the cause, loses his temper? Losing one's temper is human, but a human characteristic that the race disapproves and instinctively punishes.

Many correspondents never use but one close, “Yours truly,” or a variation, or possibly, “Yours respectfully.” Then there are others who use a string of closes, arbitrarily assigned around among correspondents by classes. These closes usually are chosen to express the degree of warmth the correspondent considers should be politely expressed. These correspondents are on the right track, even though they cling to old, formal closes. These old closes had merit to begin with, else they never would have attained standing.

The past two or three years there has been a widespread tendency on the part of letter writers to strike out and be individual in their closes.

EXAMPLES OF UNUSUAL CLOSINGS

Here is a man who likes to close his letters with the simple, friendly, “Good Luck!” There is a handshake in that close; nothing “glad hand,” or effusive, either. It could be used appropriately in numberless letters now terminated by some mostly meaningless, formal expression.

Here is a man who uses, "Wholeheartedly." This close rings a change on "Sincerely." A few correspondents appear to use "Earnestly" in the same way.

Here is a man who uses "Cheerfully" on occasions. "Cheerfully" is a good close to a letter in which the writer has adjusted a complaint as requested. A complaint is usually best adjusted with a smile, and in a letter, "Cheerfully"—just one word—is that smile.

If you happen to have an unconventional streak you can put some spice in letters. Correspondence in which such closes are not only permissible, but good stuff, is easily imaginable. No matter how dignified a business, the occasion arises for the letter that is best done with a little jazz; and there are other businesses in which unconventional and unusual letters are the best possible in a situation that has constantly to be worked out.

"Gladly," "Hopefully," "Impatiently," "Desperately," "Optimistically," "Sadly," "Smilingly," "Fearfully," "Coily," "Always," "Ever," "Dependably," "Determinedly," "Positively,"—and so on, in all the versatility possible once formality is abandoned.

Or the adverb can be laid aside and the phrase substituted. "Nobody's goat yet, Sam Downs," was a first-class close under the circumstances. In this style, the ingenious one can originate many closes, taking care always to omit the close proper. "Sitting on the world, Orin Bowser," lets us know the mood in which Orin writes, even if we have more than half guessed it before. "Always glad to help," "Right there with service stuff," "Now or never," "In earnest," and so on—all come easy with a little practice.

Or we can, as some writers do in rather familiar correspondence, make our close an informal good-bye. "Until next time!" "Cheerio!" "So long." Or just plain, "Good-bye!" They can be used in a letter as appropriately as in spoken speech.

I know one correspondent, who in occasional situations, has used the curt "Good Night!" for the

complimentary close. And into those two words he concentrated a world of meaning—of a sort.

The fundamental fact I believe the letter writer should remember before every other is that the letter, by its nature, is not a formal, artificial thing, but a written vehicle essentially as informal as a telephone conversation. It is intimate, personal, in its very nature, and it ought to be crammed full with throbbing life.

A few years ago, style in complimentary closes was better called standardization. Certain closes, a bare few, were automatically and universally used in business. Everybody realized the close was a formal, automatic thing, and if it was cold in itself and inappropriate, it didn't so much matter. Nowadays the widespread tendency to make letters informal, man-to-man affairs, intimately reflecting personality, has thrown around closes an entirely new atmosphere. And the significant result, for the purposes of the present article, is that the whole business world is being forced to use nicer selection in its closes. The business world is beginning to expect the complimentary close actually to mean something; to read it along with the rest of the letter; and to attach significance to the particular way it is put.

So the correspondent writing to many different people about many different matters, and in several different spirits, had better "limber up" in this direction, sort over what closes he has at his tongue's end, decide whether others are needed, and then proceed to acquire maximum skill in handling this feature of his letters.

Taxi Company Advertises the Protection of Its Name

The Yellow Cab Company of Philadelphia is using the newspapers to warn "all taxicab operators in Philadelphia who have imitated or contemplate imitating in color and design the taxicabs which this company is operating." The copy further states a court ruling to the effect that "unfair trade competition of the kind now being practiced by imitators of this company's cabs could and would be stopped by the court," and that legal proceedings will be instituted in every case of imitation.



BROOKDALE LINEN BOND

THIS bond paper is well adapted to letterhead printing. The processes of lithography, letterpress printing, engraving, embossing and photogravure can be employed with confidence that they will yield commendable results on Brookdale Linen Bond.

We have compiled twenty-four letterhead specimens showing these various printing processes on Brookdale Linen Bond and enclosed them in a portfolio that will be sent on request to printers and buyers of printing.

HENRY LINDENMEYR & SONS
32-36 Bleecker Street, New York, N. Y.



NEWARK, N. J.

NEW YORK, N. Y.

HARTFORD, CONN.



IN 1913 Mr. William B. Ward, having served his apprenticeship in his father's great baking business, joined with his brother Howard in building a baking business of their own in Rochester.

They were successful from the start and Mr. Ward is now president of seven prosperous baking companies.

Where many business men have been seeing obstacles and holding back, Mr. Ward has seen opportunities.

For example: His new Certified Bread (advertisement opposite) is a hard loaf to make right—some bakers say “impossible”. It is a costly loaf. And these are so-called “dangerous times”.

But what Mr. Ward saw was the opportunity—and he went ahead. The advertising started in August and the rapidly and constantly increasing sales prove that he was right. Sales are way ahead of last year.

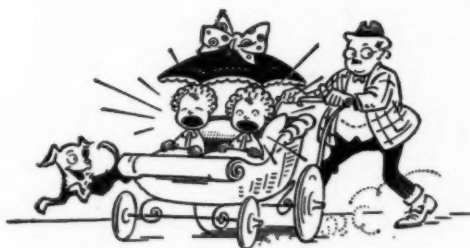
We did his advertising in 1913. We are doing it now.

If you are interested in our kind of advertising, we shall be glad to put you on our mailing list.

John O Powers Co

461 Fourth Avenue New York

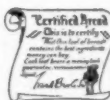
Advertising



Double joy for all the family!

FATHER, mother, sister, brother—everyone likes Certified Bread, the big new Double-Loaf. They love that rich full flavor—it's the best bread they ever tasted.

That's because there's more sugar, milk, and shortening in Certified Bread than in the bread you are using. That's why there's more taste, more nourishment, and more quality in Certified Bread.



Certified Bread is at your grocer's today and everyday. The price is the same as for usual bread. So why not get it today and start right in to enjoy good bread?

Your grocer will give you back your money if Certified Bread isn't the very best bread you ever tasted. You keep the bread and use it all up. We pay the grocer the full retail price.

CERTIFIED BREAD

The Double Loaf

Look on the wrapper for Certified Bread



The bread with the full rich taste



ERWIN, WASEY & COMPANY

Advertising

NEW YORK

CHICAGO

LONDON

At the base of our good relations with our clients are the candor and competence of our men, each of whom has been carefully trained in the methods that have made this organization effective

Making the Consumer a Member of the Advertising Staff

At the Least Sign of Encouragement He Is Willing to Keep His Eyes Open in a Campaign's Behalf, and His Sense of Discrimination Is Very Keen

By A. L. Townsend

A NORTHERN business man met a surveyor, son of an English explorer of note, in Miami, Fla., and the suggestion was made that they go hunting in the Everglades. We are reminded of it by a chance newspaper paragraph that tells of the intention of the novelist, H. G. Wells, to investigate this vast area of saw-grass and drying hammocks and myrtle clumps before he leaves America.

The visitor was vice-president of a manufacturing enterprise near Philadelphia, and the idea was received with acclaim, for he was an enthusiastic sportsman who managed to fish or hunt several times a year. His last exploit had been trapping in the Canadian fur country, and while there he had used a certain make of small American trap.

For a day and a half the surveyor and his companion, heading westward from the Tamiami Canal, struck off over the bleak and always mysterious 'Glade country. They were on foot, since this area was comparatively dry.

Thirty-two miles from the dipper dredges they came upon an immense myrtle and bay-studded island, one-half mile wide and twelve miles long.

It was while scouting along the shores of this hammock, deep in jungle-like foliage, that Mr. Kent, the Northerner, suddenly came upon a rusty trap, half concealed by the twisted roots of a bay tree. From its position he saw that it must have been set on a little sand spit, but previous rains, when the 'Glades were under water, had undermined it and allowed it to settle beneath the flow of a deeper muck passage. There was a date on the rusty surface. This trap—of the same make

he had used in Canada—had been out there, miles from civilization, for six years, and was still in a comparatively good state of preservation. Evidently the Seminoles or a lone guide had put it there.

There was so much of romance in the setting—the long vigil of the trap in the alligator-infested locality—that Mr. Kent carefully photographed the trap and its scenic background and sent a print to the manufacturer—or, rather, to the advertising department. A letter of explanation accompanied the print. It made just the type of unusual and picturesque advertisement that the department sought but rarely found.

This case proves—as do others recited below—that the advertiser should always keep a clear path open to the door of the consumer. The best advertising stories are the ones that have never been told. Very often that which is printed seems tame to the person who has had personal experiences with the product.

We often think that it would be an excellent idea for every advertisement to carry an open invitation to the reader to send in ideas.

The following letter was received by the New York branch of an automatic heat-control device, attachable to furnaces. It was from a man living in a suburban town:

"GENTLEMEN: I can't resist the temptation of sending you the data herewith. Without acquaintance with the methods of advertising it would seem to me that this story could be woven into a remarkably impressive document for your newspaper work. Four of us were playing whist the other morning, in the smoker,

en route to New York. It was the first really cold day of the year, and our conversation turned to our respective furnaces. One of the gentlemen last year installed your automatic control, and he was eager to tell us about it. The game stopped. He went on to say that he wondered why the rest of us permitted our wives to be drudges and furnace-slaves all day long. Surely, it was not necessary for the women folks to stoke the furnaces and keep a sharp watch out over them. When they became too warm, it was necessary to go down into the cellar and regulate the furnaces, and when there was a chill in the air, the same thing was necessary all over again.

"The truth of his statements impressed us. I know I felt a little ashamed of myself, for our furnace requires as much attention as a crying baby. Why not show four men in a smoking car, on a wintry morning, discussing furnaces and the heat question, and permit the copy to be written just about as we talked it that morning? I think it would prove a fine advertising document."

The suggestion was immediately adopted.

A young woman, left unexpectedly dependent upon her own resources, went to California, and with her slender capital started a tiny roadside tea-house along one of the macadam highways much frequented by motorists. In the preparation of many fancy dishes she grew to know very well and to rely upon a certain food ingredient, then widely advertised.

It occurred to her to write her own experiences with the product as the feature of a booklet and to have it illustrated with actual scenes in and around that California bungalow.

"I will write this booklet if you are interested," she said, in a letter to the advertising department of the company. "It occurred to me that I might give them away in my own place, where they would serve as a sort of attractive yet useful souvenir."

At first the advertiser was indifferent, but the woman was told

half-heartedly, that she might put the material together and submit it.

When that copy arrived it was so good that it set the entire plant buzzing. It was printed, with its unusual illustrations, and is still in great demand.

Advertising material, obtained in this manner, is always in the nature of human documents, essentially true, and by some strange prank of the gods, it hits upon themes that the professional advertising writer might not discover in a lifetime.

There came to the sales manager's office of a company making scientific toys, a rather pathetic letter from a father in a little Southern town. And from it was constructed a forceful, unforgettable piece of advertising literature, published as a booklet.

"By making a confession," said this father, "I think I can give you a good advertising idea and also serve humanity. Like many fathers, as my boy grew to be thirteen, fourteen, I did not seem to find time to associate with him as I had when he was younger. It was not that I did not love him; it was because I just didn't think, that's all.

"It was just plain neglect—a neglect that his mother understood and regretted, although not mentioning to me—which she should have done, of course. The boy was afraid to disturb me as I read my paper or was occupied in a book. Last Christmas, we bought him one of the Number 4 sets. I got down on the floor and helped fuss with it—not for one night, but a great many nights after that. I'll confess there was just a touch of selfishness in it, because I, too, found it interesting. But that toy brought us together. It broke the ice. We became chums again. If that won't make a good piece of advertising, then I'm greatly mistaken."

It did.

To the Larus & Bro. Co., advertiser of Edgeworth smoking tobacco, came a letter from a cartoonist of Waco, Texas. He went on to tell how something in

a pipeful helped him draw his pictures; how it brought inspiration. It was such an ingeniously written letter that it was made the feature of an advertisement.

There is this undeniably convincing flavor of originality in the advertising of Hamilton watches. The company is eager and anxious to have users of Hamilton watches write in to tell of their experiences. Copy scouts are kept busy finding human documents to exploit in page stories, with their pictures. It may be "Pat" Landy, conductor of old Number 9, Fast Mail, running out of Chicago since 1879, who is the hero of this month's advertisement. But then, Pat has carried a Hamilton since the early nineties, and he has an enthusiastic story to tell. You can't hold him back.

At the present time, Corona Typewriter copy and illustrations are largely a matter of consumer information, either sent in or dug out by investigators. A pay streak of imaginative fact instances has been uncovered that should last for many years. Little intimate details are always included that can't be "imagined." They must come from actual experience.

Mothers are gold mines of advertising material. Moreover, they are always willing to pass the good word along, as it relates to the product and their own "adventures."

DIGGING AMONG FARM USERS FURNISHES MANY INSTANCES

This past summer an advertising writer followed in the wake of a progressive sales drive of a farm appliance. From the local dealer in each town he secured lists of names of actual purchasers, and then casually called upon as many as he could. His notebooks were soon filled to overflowing with a type of subject matter that he could never have "doped out" while seated at an office desk in the city.

A year ago, the advertising department of a concern manufacturing a new idea in flap-jack prepared flour thought of a stunt scheme for securing testimonial letters that would be spontaneous

and flattering. In six towns, where newspaper advertising was scheduled to back up the announcement, and where distribution had been arranged, small cardboard "suggestion boxes," with slots, were placed in grocery stores. A sign invited the consumer to jot down what she thought of the new product.

The company received a jolt. There was nothing but blame.

And from the several thousand written cards that had been dropped into the boxes, a new and revised recipe was worked out in the kitchens and test rooms that corrected a very serious fault in the first shipment of the product.

There has never been a concerted movement on the part of all advertising to welcome, even solicit openly, the advertising ideas of the great consumer public. It automatically cuts off a wonderful source of imaginative supply, and it seems fair to assume that the public would be extraordinarily responsive to its own type of appeal.

Occasionally we discover instances where it has been tried, and always with attendant success.

It was through a letter written by a user of the little garment then put out by a manufacturer of special play-clothes for children, that the company finally marketed the leader of the line.

"I have watched all of the play-clothes ideas for youngsters," said the mother, "and as I have three tots of my own, I think I am competent to judge of their virtues or their shortcomings. Here is a thought I had. Why can't you put out something of this kind? I, for one, would buy a great many of them if done in the same attractive fabrics you use in your other garments."

That basic idea was taken to a corps of factory designers. They pronounced it a wonder, and in ten days the first model had come from the workrooms.

Invite the consumer to take part in your advertising schedule.

Welcome his ideas.

Make him a member of the advertising staff.

Chicago Hotels Advertise Co-operatively

HYDE PARK section in Chicago has in recent years become a prominent residential hotel centre. Many of the hotels of that section have been built within the last five years.

As the owners of these hotels have seen this section come more and more into prominence as a residential hotel centre, they have endeavored to implant this thought in the minds of Chicagoans by means of newspaper advertising. Several of the hotel owners thought this idea of such importance that they endeavored to have a number of the hotels join together in an advertising campaign. With the aid of the *Chicago Tribune* ten hotels were brought together for a co-operative campaign in which quarter page, half page and full page space is used. The full page copy carried small line drawings of the ten hotels, but was chiefly concerned in giving of information regarding Hyde Park. It was headed in large type "Hyde Park, Chicago's residential hotel centre. Ten Minutes Downtown." It summarized its message thus:

"Hyde Park is located in the centre of Chicago's largest and most beautiful park and boulevard system—right on the shores of Lake Michigan. One of the world's largest and finest moving picture theatres and Chicago's favorite country club lie near at hand.

"Hyde Park is the garden spot of Chicago. Here living is worth while. Here may be found ample opportunity for rest, recreation or active social life at moderate cost."

The campaign has ended, but it will be taken up again. The ten hotels that participated are forming a permanent organization, which will have as its work, the conducting of such a campaign annually. It is now expected that the advertising which will be run next year will have a larger appropriation and will be placed during the spring and fall renting seasons.

Advertising Turns Tide of Tourist Travel

Eighty-two per cent of the revenue of the Pacific Northwest Tourist Association, according to the president's fifth annual report, has been spent on publicity, and of this amount 60 per cent has been used for newspaper and magazine advertising. Space in fifty-five leading newspapers of the United States and Canada has been purchased and posters also carried the association's advertising.

During the last five years, according to W. J. Hofman, the president, "the advertising campaign of the association in all parts of the United States and Canada has succeeded in making the Pacific Northwest a recognized tourist resort; in fact, the leading summer resort region on this continent, and has turned the tide of vacation travel this way.

"In the Pacific Northwest itself the association, by holding its frequent meetings and by sending the secretary throughout the two States and province, upon the invitation of chambers of commerce, commercial organizations, good roads associations, Rotary and Kiwanis clubs, to explain the real value of our scenery and climate from an economic point of view, together with the increased travel that has been apparent on all sides, has demonstrated to the public the value of this travel.

"It is therefore gratifying to the directors of the association to realize from the public press and the discussions at almost every meeting that the real value of the tourist travel is being appreciated, and that the immense sums of money which are now coming into the Pacific Northwest, and which may be increased from year to year, are being appreciated by the general public, and that its possibilities in the future development of the Pacific Northwest are now being recognized."

Diminutive Mail Subject to Delay

Attention to the difficulties occasioned by placing of small envelopes and cards in the mail at Christmas time is called by the Postmaster of New York City in a recent bulletin in which he asks that no envelopes and cards less than two and three-quarters by four inches be placed in the mails. It is pointed out that envelopes and cards smaller than this size may have their addresses obliterated by cancellation marks and that they are more easily lost because they do not fit letter packages. Such mail matter is subject to delay due to the extra handling which it requires.

Little Rock Merchants Advertise a Street

Dollar Day sales are being held one day each week in Little Rock, Ark., in which the retail stores located on a single street participate. A full page of newspaper space is used co-operatively in advertising the sales.

DECEMBER



STELLIFEROUS*

MARIE, QUEEN OF ROUMANIA . HENRY SMITH WILLIAMS, M.D., LL.D.
 SIR ARTHUR CONAN DOYLE . H. G. WELLS . JOHN TEMPLE GRAVES
 FREDERIC ARNOLD KUMMER . VICENTE BLASCO IBAÑEZ
 MARY CAROLYN DAVIES . W. SOMERSET MAUGHAM
 HJALMAR SÖDERBERG . THOMAS R. MARSHALL
 BESSIE BEATTY . DANA BURNET . REX BEACH
 LYTTON STRACHEY . EUGENE MEYER, JR.
 ROLAND PERTWEE . BRUNO LESSING
 GARDNER TEALL . JOSEPH W. FORDNEY
 FRAZIER HUNT . AMELIA B. COOK
 COLONEL MAX BAUER
 WALT MASON
 K.C.B.

HEARST'S INTERNATIONAL
A Liberal Education

119 WEST 40 STREET, NEW YORK

Kenneth M. Goode, Editor

Richard H. Waldo, Publisher

Did you know this? Hearst's International now ranks fifth in volume of circulation among all general monthly magazines.

"Bought Because It's Wanted"

35 Cents

*The dictionary definition describes this issue of Hearst's International.



You Need a Compass When Steering a Ship

Charting the course for a successful advertising campaign involves many intricate problems.

One of them is the wise selection of mediums.

Fortunately for the present-day advertiser and space buyer, this part of the problem has been solved.

He can safely avoid the rock of "waste circulation"; he can pass by without mishap the reefs that are marked by "disinterested readers"; he can lay his course with an accuracy that reaches directly the proper audience.

The compass that has been provided is the A. B. C.

Guided by the A.B.C. publishers' statements (verified or corrected later by A.B.C.





auditors' reports), the advertiser of today can make no mistake when steering his ship toward the port of success.

A. B. C. reports—packed with information necessary for the space buyer—answer those questions that are at the basis of every well-planned campaign.

The advertiser, therefore, (whether national or local) not only demands but studies this compass—A. B. C. reports.

Audit Bureau of Circulations

202 South State Street · Chicago · 152 West 42nd Street · New York

At a Milline Rate of \$2.91

which is \$2.12 less than the \$5.03 average for newspapers in 48 states, according to the figures of Mr. Jeffersen and the Standard Rate and Data Service,

The Responsive Northern Indiana-Southern Michigan Trade Territory

with its upwards to \$75,000,000 in bank deposits, its upwards to 500,000 people, its varied manufacturing industries and its extensive agricultural pursuits,

Can Be Thoroughly Covered by Your Advertising

through the territory's *only morning-evening-Sunday newspaper*, with its wide circulation in 12 prosperous cities and towns by using the

SOUTH BEND NEWS-TIMES

Morning

Evening

Sunday

J. M. STEPHENSON, *Publisher*

W. R. ARMSTRONG, *Advertising Manager*

Foreign Representatives

CONE, HUNTON & WOODMAN, INC.

Chicago

New York

Detroit

Atlanta

Kansas City

Business is good in South Bend

Concentrated Sales Drive Saves Market for Sunsweet Prunes

Localized Advertising Campaign Brings Back Demand, Checks Falling Prices and Cleans Out Stocks

By Roland Cole

OUT in California there is an association called the California Prune and Apricot Growers, Incorporated. Nearly eleven thousand growers of prunes and apricots are members. General offices are in San Jose.

In 1914 before this association was formed 60 per cent of the prunes raised in this country were sent to Germany, 40 per cent only being consumed here. At that time the growers acted independently, each for himself. In 1919, after the association had been in existence three years, annual sales reached the high point of \$25,000,000, and practically the entire crop was consumed in the United States.

Previous to 1916, when the association was formed, prunes were prunes and apricots were apricots. One of the association's first acts was to adopt the brand name "Sunsweet." During the following year a modest sum was appropriated for advertising. By 1919 this expenditure amounted to \$225,000 and "Sunsweet Prunes and Apricots" had taken a place in our national vocabulary as well as in our cupboards.

Then came 1920, a crop of 140,000,000 pounds of prunes, the buyers' strike, and the most exciting year of the association's history.

R. G. Wallace is a woman and in addition to that is the sales manager of the California Prune and Apricot Growers, Inc. Her job is to make sales contracts with brokers for the year's crop. Upon this transaction, which sounds simple but isn't, hinges the success of the sales campaign. With sales to the brokers consummated, the crop passes through the customary channels of distribution, via wholesaler and retailer, to the consumer and all is

well. It should have worked that way in 1920, but it did not.

Because it did not, there is a story to tell of more than ordinary interest in the realm of sales and advertising achievement. What has been accomplished has made history. It restored a demoralized market, it preserved the association and justified the faith of its officers in the power of advertising to put over one of the biggest jobs that advertising has ever been called upon to perform.

Along with the advertising went a merchandising campaign of wide scope, full of dramatic incident and military strategy. H. G. Coykendall, the general manager of the association, personally took the field and traveled back and forth across the continent, or from sector to sector, as necessity and the exigencies of the campaign demanded. To his energy and ability is due much of the credit for what has been accomplished.

ENERGETIC ACTION PREVENTED DISASTER

The story, briefly told, follows.

The 1920 crop of "Sunsweet Prunes" amounted to 140,000,000 pounds. The crop is harvested each year in September. The growers, acting through their association, are able to estimate the size of the crop in July. It is the custom for the association to establish its selling prices at this time and to make contracts with brokers during July and August for deliveries in October and November or to hold delivery until the first of the year. These prices are known in the trade as "f.o.p." prices—firm at opening—and the price made is guaranteed until January 1.

During July and August of 1920 half of the prune crop—about

70,000,000 pounds—had been contracted for at the f.o.p. price. Between that date and January 1, 1921, when ordinarily deliveries under contracts would have been made, retail prices underwent a pronounced falling off—the be-

vailing condition of the money market at that time. Growers had not been paid and they could not afford to wait for their money. They would have to go out of business and the industry might be paralyzed for a long time.

The association therefore decided it could not accept cancellations. After that two courses were open to it. One of these was to let the brokers work out their own salvation with the 70,000,000 pounds of prunes already contracted for and pocket their own losses, which would assure the growers of payment for half of the crop anyway; and to sell the other 70,000,000 pounds at whatever they would bring, taking a loss there if necessary.

The other course meant the development of an additional advertising campaign to the consumer on a scale so extensive that it would restore the consumer market completely enough to move the prunes already contracted for from the brokers and sell the

other 70,000,000 pounds in addition.

That the association decided to adopt the latter course is a tribute to the enterprise and vision of its officers and not a little credit to the power of modern advertising.

The situation was a difficult one. Up to the time brokers started to cancel their contracts, the regular advertising campaign of the association was running. This had to be stopped at once and a new campaign planned. At the same time, brokers were notified that the association would not accept cancellation of contracts and suits were started against them at once.



Every well regulated family should have a place in some form at least once a day. The following statement is made by an eminent food authority. For Nature's way is always best. No Nature as her wisdom has devised that purity—and especially Sun Sweet Prunes—deserve to be sold in bulk, and in bulk they are sold in bulk. They contain more digestible natural sugar than any other fruit. And this sugar is quickly turned into energy. What's more, they are rich in iron, zinc and other essential and laxative elements essential to your daily diet. No other can be a true of the important food and health facts contained in our new booklet. Write the good story to them. We'll send it gladly complete. And if you wish for it, we'll send along the famous Sun Sweet Prune Packet. Simply address—

CALIFORNIA PRUNE AND APRICOT GROWERS INC.

1000 Market Street, San Jose, California. (no postage needed)

SUN SWEET

CALIFORNIA'S NATURE-FLAVORED

PRUNES

SELLING THE MORE GENERAL USE OF PRUNES AS
PART OF THE DAILY DIET

ginning of the now famous buyers' strike. Alarmed by this depression in business, many brokers who had made contracts with the association sought to cancel them.

The association faced a crisis. But half of the crop had been contracted for. If it accepted cancellation for the 70,000,000 pounds called for by these contracts it would have the entire crop of 140,000,000 pounds on its hands. Dried prunes are semi-perishable. The crop might be held in warehouse a year. The association could not continue to exist unless it could borrow money upon the crop and this was utterly impossible under the pre-

To National Advertisers Seeking a Compelling Retail Outlet

WITH nearly 200,000 families of Better-than-the-average kind reading The New York Herald—

WITH the tremendous pressure these worth while folks bring to bear on the retail outlets of their neighborhoods—

NATIONAL Advertisers who advertise consistently in The New York Herald find it a great aid in quickly gaining a widespread distribution of their goods in the better class neighborhoods in and around New York.

THE reason The New York Herald has such strong dealer influence is because its readers are spenders. They are responsive to the advertisements in their favorite morning paper.

During the first ten months of this year The New York Herald carried more lines of Display Advertising than any other New York morning newspaper, with one exception.

***National Advertisers do a larger business
in Greater New York when they use***

THE NEW YORK HERALD



The Grand Manner

My clients of the Johnston-Kurtz Establishment of Buffalo are in receipt of the following communication from a patron:

"Your advertising expert is a psychologist who knows when and how to employ the language of the courtier. He pleases women by employing a literary style they dearly love, especially those who have enough money and social standing to permit them to call a dress a gown or a hat a chapeau without seeming to put on airs; all of which leads me to agree that there are times when a little affectation in one's advertising copy may serve a very useful purpose."

JAMES WALLEN

Persuasive

Advertising Copy and Plans

J. JAY FULLER
EXECUTIVE ASSOCIATE

STUDY:
EAST AURORA, N.Y.

During the previous year, 1919, which had been the best year of the association's existence, the advertising campaign had appeared in women's publications of national circulation and Chicago newspapers with success. For 1920 the association increased its appropriation by more than 40 per cent with corresponding increases in space and mediums.

When the bottom dropped out of the retail market in the fall of 1920, practically all of the money appropriated for advertising had been spent. Enough money remained, however, to enable the association to undertake its first drive to restore consumer demand.

It was decided to do this by concentrating on the big consumer markets, with intensive sales work among the dealers and advertising in the newspapers. New York, as the largest consumer market, was taken first. Large space including pages and even double pages was used. The campaign extended throughout November and December and over the holidays. Dealers throughout the metropolitan district were covered in three weeks.

Results in New York were considered to be so satisfactory that the directors of the association at a meeting held in December decided to appropriate an additional amount of money for advertising and continue the campaign into 1921. A ten weeks' newspaper campaign was laid out to cover New York, Chicago, Philadelphia, Cleveland, Cincinnati, Indianapolis, Boston, Kansas City, Omaha, Wichita and St. Louis.

CAREFULLY PLANNED MERCHANDISING

The success of the campaign up to this point had enabled the association to borrow a sufficient amount of money from the banks to take care of the growers and pay for the additional advertising.

The campaign, however, which originally had been planned to start in January, was postponed until February 15. On January 25 a meeting of brokers was called

in Chicago to which meeting representatives of the newspapers from the eleven cities just enumerated were invited, and the campaign was outlined in complete detail. Copy, space, schedules, letters to be written to chefs, domestic science teachers, physicians, news articles for the papers, recipes, and everything connected with the campaign, was put in document form and delivered to the newspaper representatives. In all of the cities merchandising campaigns and specialty work among dealers were a big feature. Contests for window displays constituted another important phase of this work in all of the cities, in addition to which there was an intercity window display contest among the dealers.

Four weeks after the campaign started on February 15, orders were issued by the association to discontinue all advertising on account of lack of funds. By this time a powerful impulse had been given to consumer buying which had worked backward to the dealers, the jobbers and the brokers. Sunsweet Prunes began to move and buying continued all during the summer. As a consequence the 1920 crop has been disposed of and decks are cleared for the handling of the 1921 crop.

Among the very tangible benefits of this unusual campaign is the good it has accomplished for the association. The industry represents an investment of something like \$200,000,000 among growers. Members' contracts with the association covered a five-year period and these contracts, most of them, expired in April, 1921. Had the 1920 crop of prunes been a failure, the losses that would have resulted among grower-members would probably have broken up the association. The 1920 crop, thanks to the energy and foresight of the association's officers and the effectiveness of the advertising campaign, was anything but a failure. Consequently, when the old contracts expired last April, 83 per cent of the members signed up new contracts on a seven-year basis.

The success of the initial campaign in Greater New York had a tremendous bearing on the final result. Dealers throughout the metropolitan district were worked by a special sales force in advance of the appearance of the newspaper advertising and continuously while it ran.

Because of the necessity for quick action and the limited amount of time available in which to prepare the dealers for the advertising campaign, a special poster resembling in size and general appearance a double page newspaper advertisement was prepared and printed in thirty-six hours and 10,000 of them were placed in dealers' windows throughout the New York territory within two weeks' time. This was entitled "The Rancher's Message to New York's Housewives," and read as follows:

Eleven thousand growers living in the Sun-kissed Valleys of California send this message of cheer to the housewives of Greater New York.

Every housewife and every individual favoring lower prices for life's fundamentals should read this message and profit by its advice.

Out in the valleys of Golden California we are devoting our land, our capital and our lives to raising a delicious, nutritious fruit food that is fit for kings—a fruit food that, while it graces the tables of epicures, is so economical in price that it is within the reach of all—a fruit food that is one of the most nutritious and life sustaining of all the fruits bestowed upon mankind by a bounteous Creator—suncured, honey-sweet, **SUNSWEET PRUNES.**

We know of the awful drain that has been made upon your pocketbooks by prices brought on by war and its aftermaths, and we know that you are weary of trying to make ends meet.

Hear then this message that will hearten and refresh.

We have just harvested one of the largest and finest crops of delicious **SUNSWEET PRUNES** ever raised in California, and even as we write this great crop is being rushed eastward to you by hundreds of speeding trains.

Our sending you this great crop is the first organized movement of growers to get food to the homes on the old-fashioned basis of reasonable and right prices.

Will you help us to help **YOU** by buying generously of your dealer—**SUNSWEET PRUNES?**

By doing so you increase consumption, thus assuring your retail merchant rapid turnover (frequent renewal of stock). This is the only way that low prices can be maintained and at the same time allow your dealer a fair profit.

Your dealer sells **SUNSWEET**

PRUNES; help him in his effort to get prices back to normal by buying generously of this delicious fruit food, the most versatile of all fruits grown.

Delicious for breakfast as a fruit sauce, a luncheon delight in the form of soufflé or cake filling. The standby of hearty husbands in pie form for dinner. Loved by the kiddies in the natural form as a fruit confection. Nourishing and tempting beyond compare made into Prune Bread.

If you million housewives are with the eleven thousand California farmers in a desire to see all prices of life's essentials brought quickly to normal, support this movement inaugurated by us to **MAKE** them normal. *Don't think YES and act NO by inaction!*

All together—buy prunes today—convince the grocer that one pie on your table is worth a whole box of prunes under his counter.

Give your palate a real treat—your pocketbook also.

Such is the story of the 1920 campaign condensed to small space. It has not been possible to present in detail the results in sales that followed the development of the various campaign features—such as the condition of the market in a city like New York, before the campaign started, and some of the astonishing things accomplished by individual retailers, or what happened in Cleveland, or Boston, or Omaha. But the principal events have been indicated and the combination of all of them led to the final grand result: The 1920 crop of Sunsweet Prunes was marketed. Brokers, wholesalers and retailers were aroused to active co-operation. The consuming public went into the stores and bought. The association held together. And store-rooms, shelves and cupboards are waiting for the 1921 crop.

Sunsweet Prunes are sold in bulk. It had been planned to introduce a five-cent package, containing eight prunes, a year ago and 250,000 of these packages were ready when the conditions described in this article caused the association to defer its introduction until this year. The five-cent package, featured in this year's campaign, will carry the slogan, "Eat 'em raw."

A two-pound package is being introduced this season. Here is what the association is saying in its announcement of its forthcoming campaign:

PROCTER & COLLIER

THE new home of The Procter & Collier Company, the first ever erected by an advertising agency, is much more than an impressive structure. It is, in effect, the record of over a quarter-century's growth, a re-dedication of its owners and their co-workers to the sincere, competent, complete service that made its erection possible, and, most important, a proof of the fact that advertising, as produced by The Procter & Collier Company, is today a permanent and vital part of American business.

The Procter & Collier Co.
Advertising Merchandising
Printing
CINCINNATI

Visitors always
are welcome to
inspect this
modern adver-
tising agency
and printing
plant.



McCUTCHEON-GERSON

Assists in the Marketing of Another New Product



Advertising men who motor! Here is a new car heater that makes winter driving comfortable.

It is reasonable in price, wonderfully efficient in work and wholly deserving of an inquiry to Channon-Hughson Company, 229 West Erie Street, Chicago, Ill., for full details.

Flush and Foot Rail Types.

FROM the designing of the name "CHANSON," this organization is assisting in the multitudinous details of successfully marketing a new motor vehicle heater.

The Channon-Hughson Company is another of those old established firms (twelve years in business) that have found the fundamental principles of modern Advertising and Merchandising as applied by McCutcheon-Gerson Service most helpful in the marketing of their products.

Your business may be well-established—your products may be well and favorably known, or you may have a new product—in any event we would welcome the opportunity of discussing your business with you. Will you drop us a line, saying when and where?

McCUTCHEON-GERSON SERVICE

64 West Randolph Street, Chicago Tel. State 8846

"For years the American public has wanted a two-pound carton of prunes, but because of certain packing problems this could not be satisfactorily accomplished. These problems have now been overcome. Our present unusual packing facilities and recent developments in distribution are the reasons.

"Without advertising, the two-pound carton would win a place sure and firm in public favor. But the California Prune and Apricot Growers Association doesn't operate that way. Its policy is to stimulate sales for any and all of its packs. It believes in helping the trade by insuring quick as well as certain demand. So in the big comprehensive advertising and sales campaign of 1921-22 you'll find that the two-pound package is given the proper, forceful emphasis.

"Our newspaper advertising portfolio will give you an inkling of our 1921-22 advertising plan. It will show you how we are educating the men and women of this city to buy prunes—and buy them oftener.

"Read every one of these advertisements so you can talk intelligently about our product and our sales-creating advertising. Read the national advertising being published in the women's magazines—40,000,000 color pages that go into the homes of the nation. Familiarize yourself with the campaign in the hospital journals, the domestic science journals, the trade paper campaigns. Get our recipe literature, our health books—our literature covering every phase of the prune and apricot industry. Get acquainted with the trade helps that we supply to retail grocers—all of special value because they make selling easier and more profitable for them.

"And remember: Sunsweet is the only brand of prunes widely and intensively advertised. It is the standard of quality by which prunes are known and bought the country over. You'll find Sunsweet messages in newspapers,

magazines, outdoors, in the cars—everywhere all of the time. Sunsweet service is steady and substantial. It is based on one thought—complete co-operation with every factor in the trade. It is a pledge to the consumer, a guarantee of quality and satisfaction for all concerned—consumer, retailer, wholesaler."

As a final chapter to the story, the association's suits against the brokers have been making progress. The first ruling in the New York courts has recently been handed down by United States Judge Julian Mack. In a written decision, he affirms the validity of the association's opening price contracts as they are pleaded in the complaints filed against the brokers. The following statement was recently issued by the attorneys for the association:

"Judge Mack's decision means assured victory for California Prune and Apricot Growers, Inc., in these cases. All of the allegations of the complaint will be proved at the trial without difficulty, and there can be no successful defense interposed. We intend to push every case to trial at the earliest possible time. With the issue of law behind us, the road is clear to judgments against every broker who failed to live up to his contract for 1920 prunes.

"It is gratifying that Judge Mack handed down his decision within less than two weeks after the argument and within two days after the last brief was filed. However, his decision is in complete accord with that of Judge Morris of Minnesota, who decided two of our cases last June. Incidentally, we have since collected on the judgments obtained in Minnesota."

Advertising Club Holds Art Exhibit

The Cleveland Advertising Club is conducting an exhibition of lithographic reproductions of Metropolitan Art Museum and Chicago Art Institute paintings at the Hotel Statler, Cleveland. Frank Merrill Seamans, manager of the U. S. Printing & Lithographing Company, Chicago, is in charge of the showing.

A Sketch in Parable of Advertising History

How a Profession Has Been Made Out of a Makeshift and Questionable Occupation

By Frank Presbrey

ONE day in London years ago a rather emotional lady came up to Whistler, the painter, and said, "Mr. Whistler, I only know of two painters in the world—yourself and Velasquez."

"Madam," replied Whistler, "Why drag in Velasquez?"

Perhaps when I say that I consider manufacturing and advertising the two most vital forces at work in the world today, you will be tempted to paraphrase Whistler and say, "Why drag in advertising?"

We are successful manufacturers and successful salesmen. In other words, we are money makers. That would seem to fulfil the traditional American ideal.

But I am wondering if we aren't a great deal more than that. Are we rendering a service that can boast of more than transient value, that is comparable, in any way with the learned professions and the activities of public men?

Civilization, culture, the fine art of living can never rise higher than the mechanics of existence. A stream cannot rise above the level of its source.

Culture *itself* has been described as the art of making the most of the refinements of life.

And the modern manufacturer—the wholesale maker of physical necessities, conveniences and luxuries, is playing a part in the social progress of man only a little removed from the work of the greatest financiers and publicists.

Man is a trinity—a soul, a mind and a body.

The industrial world, if you will, is mainly concerned with the least of these—his body. But it is a fact recognized as far back as Plato that the welfare of soul,

mind and body are so fused and mingled together, so interdependent and sympathetic with each other, that you harm all when you harm one, and you benefit all when you benefit one. Indeed, it would be interesting to know how many gods have been blasphemed, how many moral vagaries of all sorts have been committed because of a general lack of the many things you gentlemen are making today that enrich and sweeten the business of living.

There are those who believe that the manufacturer, by freeing man from the privations and endless drudgery that kept him ignorant and humble for so many centuries, has been the chief factor in promoting democracy itself.

Today the humblest laborer enjoys a hundred material advantages unknown to a Roman Emperor. These have not given him the brain of a Caesar. But they have done much to exalt him infinitely above the shabby and childlike rustics who make up the bulk of Caesar's empire.

Let the star-eyed idealists decry the philosophy of Economic Determinism. The fact remains that civilization, after all, is to no indifferent extent, a matter of bathrooms and electric lights, heat and power, motor cars, table delicacies, breakfast food, toothpaste, mowing and sewing machines, disinfectants and convenient kitchens, pure food and telephones.

And these multitudinous physical refinements exert as persistent and benevolent an influence on civilization, as (in their separate spheres) do the books and paintings and music and temples of the world.

Indeed, it would tax an astute and audacious logician to prove who is doing the most just now to raise our standards of living,

From an address before the Atlantic City Convention of the American Specialty Manufacturers' Association.

ADVERTISING

The User's Preference

In every division of merchandise there are certain articles which are commonly used and dealt in.

WHOLESALERS and retailers, basing their predictions upon long experience, can tell in advance approximately how much business they can do in these staple goods in a given period of time.

Buyers will purchase as a rule only what they need, and search among the different manufacturers' offerings for the most advantageous price.

On the face of it such a situation does not seem to offer much opportunity for advertising. Nevertheless, if enough of the actual users of those staple goods express a preference for a certain manufacturer's brand, it

becomes, in a measure, superior to price competition. Maintenance of quality, to justify the user's preference, will insure a good volume of business.

Staple merchandise furthermore is sold throughout the country. The opportunity for standard brands lies in most cases in a business of national scope and the best foundation for such a business is created by national advertising that is cumulative in effect.

Several among the clients of this advertising agency have created such a preference for their goods, which were, before the brands were advertised, staple articles.

THE MOSS-CHASE CO., Niagara Life Bldg., Buffalo, N. Y.

MOSS-CHASE



Agency Men

If you are honest in your desire to help your clients **SELL MORE** of what they have to sell, you cannot conscientiously leave **THE CRESCENT** off a schedule.

Advertisers

Ask your agency to tell you about **THE CRESCENT**. Study the complete, detailed information and ask yourself whether you can afford to pass up **THE CRESCENT**.

Ideal Prospects

are those who have plenty of money and who buy what they want when they want it. That's the kind of people who read **THE CRESCENT**.

Write us for rate card, A. B. C. statement, etc.

THE CRESCENT

Crescent Building

SAINT PAUL

MINNESOTA

Official Publication, A. A. O. N. M. S.

and to enhance the dignity and value of life—the philosopher, the artist, the manufacturer or the advertising man.

Take, for example, a branded ham—one of the most prosaic and mundane packets the markets could offer. If you find it difficult to imagine an alliance between that ham and culture I suggest that you pause long enough to visualize your primeval ancestor, squatting on the floor of his cave and sinking his greedy fangs into the uncooked shank of a dinosaur!

Take a toothbrush. At first thought it might seem to play no direct part in the cultural progress of the race. Yet I feel safe in saying that no one creation of man has done more to lift the individual out of the sordid slough of mediævalism and place him on a new æsthetic plane.

Clean mouths are certainly as important a step toward the millennium as Tennyson's poems or Mendelssohn's Spring Song.

Think, if you will, how the Kodak has made familiar in the humblest homes the uttermost corners of the earth, so that today there is really no North, South, East or West, which is longer shrouded in mystery.

And in its own degree, a like tendency for refinement and enjoyment of living could be discovered in practically every valid product on the market today.

In other words, it all comes down to this: Are we contributing to make life a pleasanter, and a nobler experience? To those who can answer "yes," the profits both in money and personal satisfaction are pretty apt to take care of themselves.

I am willing to grant that freely and without reservation because it allows me to add a comment on my own profession that is equally flattering and equally true—*advertising together with transportation has made the modern manufacturer possible*, and to that extent the advertising man feels that he can claim no inconsiderable share in the honors.

Advertising has performed a wonderful service in this first

thirty years of its maturity. Indeed one is rather struck with how typically American its career has been.

Coming up from the circus lots and patent medicine fields, a rather awkward, unethical, loud-talking youth, in ill-fitting clothes, it had little enough, at first, beyond boundless energy to recommend it, and its reception among business men was a cool one.

Gradually it got down to work and began to study. First came mediums and rates and type and copy and artwork. Then one fine day it awoke to the realization that industry was beginning to look to it for real help in selling its goods. It saw its responsibility and opportunity at one and the same time. New studies had to be taken up—new courses added. It plunged into the study of markets, and all the intricacies of research and distribution. It went to school in the nation's factories and studied the products it was asked to sell. Realizing that sales are made in the mind, it went into the psychological laboratory and studied the minds of men. It also went into their homes and studied their habits of living. Finally, as its position in the commercial world became firmly established it began to realize how vital to its equipment was an intimate knowledge of economics, banking and the broader aspects of finance.

Nor could the liberal arts be neglected during this period of growth. A knowledge of history, literature, sociology, and all the intellectual movements of mankind could not be neglected. Advertising had always to keep in mind that it was concerned with art as closely as it was concerned with science and business.

And that, I believe, to be a fairly accurate sketch in parable of the history behind the first order of advertising agencies today.

They have matured, through a stern evolution, into efficient, hard-headed organizations, balanced by an assembly of specialized talent, and made singularly effective through a diversity of merchandising experience.

A Dry Goods Jobber's Experiences in Building Trade in Mexico

The Second of Two Articles Relating Actual Experiences of a Prominent
Wholesaler

By J. R. Sprague

THERE was one rather interesting feature connected with the gathering of the credit information, which I have not mentioned. Mr. Jones spoke of carrying on his conversations with the merchants through an interpreter. Knowing that he speaks Spanish, I asked him why he went about it in that roundabout fashion.

"There are two reasons," he answered. "In the first place, I am not a good enough Spanish scholar to carry on a conversation without some grammatical breaks, and one would not want to do that when interviewing educated men such as the Mexican merchants usually are. In the second place, I believe that it makes a better impression on the merchants to approach them through an interpreter. They look on it as rather complimentary that a foreigner coming from a far country should take so much trouble to make himself thoroughly understood."

In some ways Jones and Co. have found their Mexican business satisfactory beyond their expectations. The cancellation evil, for instance, practically does not exist. When a merchant beyond the Rio Grande has put his name to an order it means something. A single case will illustrate:

Recently a Jones and Co. salesman calling on the trade in one of the larger cities, took an order from an old-established French house doing business there. The order amounted to several thousand dollars. A day or so afterward another salesman called, representing a jobbing firm in another American city. This second salesman had some lines in which he was offering bargains, and as was natural, played them up to the buyer, but was informed

that the house had purchased similar goods only a day or so previously. The salesman argued that as his prices were lower it would be businesslike to cancel part of the Jones order and give it to him. The matter was finally brought to the head of the concern, who answered with a decided negative.

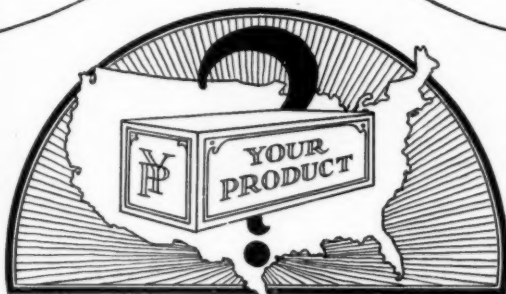
"The goods have already been bought," he said. "The matter of saving a few dollars can have no weight now; we signed the order in good faith and the transaction is complete."

It may be mentioned that Jones and Co. did not hear of this incident until long afterward, and then through a third party.

ORDINARY SALESMEN NOT THE MOST SUCCESSFUL IN MEXICO

It must not be inferred, however, that the merchants doing business in Mexico are not shrewd tradesmen. Jones and Co. have found that the merely "salesman" type of traveling man is not a success south of the Rio Grande. He must have a technical knowledge of his merchandise and of values. In the matter of dry goods it frequently happens that a merchant will turn to his shelves and tear off a piece of cloth which he will lay before a salesman and ask at what price the American firm can duplicate such material. The sample displayed may have been manufactured in Lisbon, Paris or Manchester; but the salesman must be able to judge its value and promptly give a price on it in American dollars.

For such reasons it is important that American firms choose their Mexican travelers carefully. Mr. Jones told me that on one occasion the house engaged a man who came well recommended as a salesman, having a thorough



What have you got to sell and where are you going to sell it?

Until both you and we know the answer to that question there should be no discussion as to how you will sell your product.

In other words, we insist on building on a foundation of fact. The possession of facts eliminates chance in the development and execution of a plan of action.

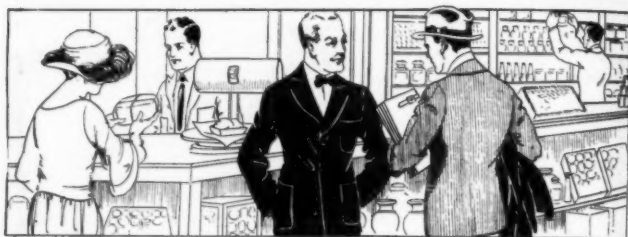
If that seems to you to be a logical basis on which to work, we'd like to discuss it further.

There never was a better time to study markets, sales methods and advertising than today—provided, you turn your retrospection and retrospection to account in planning for the future.

WALTER B. SNOW AND STAFF
Advertising

60 HIGH STREET · BOSTON · MASS.





Metropolitan Boston Business Surveys

Comprehensive business surveys are conducted by the Merchandising Service Department of the Boston Sunday Advertiser. The surveys cover every phase of merchandising.

Facts First

It is the function of this department to—

1. *Study the buying habits of both consumer and dealer.*
2. *Ascertain market possibilities—check up on distribution and visualize effect of advertising.*
3. *Supply accurate and impartial analyses of market conditions.*
4. *Supply information regarding brokerage or jobber connections.*
5. *Supply route lists for salesmen showing exact location of merchants, pave the way for their calls, and help them to eliminate waste motion.*
6. *Secure window displays—educate and enthruse merchants through personal calls, correspondence and "The Link," a publication addressed to merchants.*

This department is at your service. Address requests to

Boston Sunday Advertiser

New England's Greatest Sunday Newspaper

82 Boylston Street

Boston, Mass.

knowledge of Spanish and a very agreeable personality. When he was getting his samples ready to go out, however, he let drop something which lost him his job before he had begun it. He picked up a piece of fabric and read the label:

"This stuff is marked 'Sheeting,' he remarked genially to one of the clerks standing near. "That sounds as though sheets might be made from it."

He was paid for the time he had spent in making ready for his trip, but told that it would not be much use for him to try to sell goods in Mexico.

MEXICAN SALESMEN, WITH EXPERIENCE IN THE UNITED STATES

The Jones concern has largely solved the traveling man problem by employing Mexicans; preferably Mexicans who were born south of the Rio Grande, but who have lived for some time in the United States. The American salesman, it is felt, even though he speaks Spanish, is apt to be a little too strenuous in his methods to suit the Mexican business man. On the other hand, the all-Mexican salesman sometimes succumbs to the pleasures of the road and seeks entertainment instead of business. But the native-born Mexican who has earned a living in the United States for a few years is apt to have the viewpoint of both races. He does not try to drive things too fast in selling goods; but also he has learned that it is not good business to linger in a town for a week when it is possible to finish up in a couple of days. His good intentions in this regard are aided by the fact that the Jones and Co. sales manager for Mexico is an energetic American who travels about a great deal and is liable to drop unexpectedly into a town at any time to see how the salesman is getting along.

During the past few years a great many articles have been written about the average American exporter's carelessness in meeting the requirements of their foreign customers. Perhaps a

great deal of the Jones and Co.'s success in Mexico is attributable to the fact that it has tried in every way to make it easy for Mexican merchants to do business with the house.

The Mexican shipping room is in an entirely separate building from that in which the domestic trade is supplied. As I was shown through I noticed a miniature saw mill in operation at which a couple of men were sawing boards to be made into shipping cases. I asked why they did not use the same boxes I had seen across the street in the domestic department. For answer my guide pointed to some of the cases which were nailed up and ready to go out:

"We send no large cases into Mexico," he replied. "For one thing, freight is handled rather roughly down there and we find that goods in small boxes are less shaken up than if packed in larger ones. Our outside limit is a box forty inches long by thirty inches deep. Also, the smaller size keeps down the weight of individual packages. We send out no package weighing over 300 pounds, and less wherever possible. That is an important thing in shipping goods to a country where the package may finish its journey on mule back, or even slung on a pole between the shoulders of a couple of men."

In another part of the shipping room I noticed a boy sitting at a table with a pile of men's garters in front of him. He was taking the garters out of their cardboard boxes, stacking the garters at one end of the table and the boxes at the other.

"There is silk in those garters," explained my guide. "The Mexican import duty on silk goods is figured by weight. We ship the garters in one package, and the cardboard boxes in another. If we didn't do that, our customer would have to pay duty on the total weight of both garters and the boxes. As it is, he will simply stick the garters back in their boxes when he gets them and save paying the extra duty."



Color

Attracts Attention.

Puts Realism into Advertising.

Creates Desire Quicker.

Makes Sales Faster.

When in the market for

BOOKLETS

INSERTS

PAMPHLETS

HANGERS

CARTONS

LABELS

COUNTER DISPLAYS

Get in touch with our nearest representative.

He will be glad to advise you on color reproduction by the art of lithography.

KARLE LITHO-GRAPHIC CO

Offices and Plant
ROCHESTER, N. Y.

NEW YORK	BOSTON
512 Fifth Ave.	7 Water St.
CHICAGO	ST. LOUIS
130 N. Wells St.	Ry. Exchange Bldg.

PHILADELPHIA
Fidelity Mutual Bldg.

BALTIMORE
Equitable Bldg.

Garters, of course, would not look well in a merchant's showcase if displayed without their cardboard containers. But with other items, such as sweaters or hosiery, the boxes are not so important, and this matter is scrupulously looked after. Each salesman is required to give instructions on his order sheet as to whether articles are to be shipped in their containers; whether the articles and containers are to be shipped separately; or whether the containers may be omitted altogether. Inattention to these details may mean a considerable difference to the merchant who is paying the bills.

The impression seems to be general in the United States that Mexico is in no sense a manufacturing country. Such, however, is not the case. There are some lines that Jones and Co. do not try to sell across the Rio Grande; certain kinds of cotton fabric, for instance, are manufactured in Mexico and sold at prices with which the American jobber cannot compete. In leather goods, too, the Mexican manufacturers are particularly proficient. The city in which Jones and Co. are located is an important centre for making saddlery and harness, sending its product pretty well over the United States; its leather goods manufacturers, however, cannot ship their product into Mexico at a profit.

EXPORTER MUST KNOW MARKET AS HE DOES HOME TERRITORY

Jones and Co. especially stress the fact that any American manufacturer thinking of going after Mexican business should first get a first-hand knowledge of general conditions; of existing competition; and of the kind of merchandise which the people use. From its own experience the Jones organization knows that it is not good for any American firm to play around the edges; it has got to be an organized, whole-hearted effort or nothing. Mr. Jones showed me a letter which he had just received from an Eastern manufacturer who was evidently thinking about export business.

RACINE

Second City in Wisconsin

Population in 1920 was 58,593

Second also in a newspaper whose standing among agencies, advertisers and the newspaper profession is unexcelled. That Publication is

The Journal-News

Racine is located on the Gold Coast of Lake Michigan, between Milwaukee and Chicago.

This district is being rapidly built up and in time to come (with the inauguration of the deep waterway to the Gulf of St. Lawrence) will be lined for miles with immense plants.

Send for our booklet on Racine

Foreign Representatives

ALLEN-KLAPP CO.,
Peoples Gas Building,
Chicago

M. C. WATSON,
286 Fifth Ave.,
New York

WISCONSIN



Sixteen Years Advertising in the Building Field

There are quicksands and solid sands in advertising, just as in building. Lack of experience in either, means disaster to either.

Take the case of a building on Maiden Lane, New York. They excavated in running sand. They dug and dug without seeming to get to the required depth.

Suddenly, word came that a crack had appeared in a building two blocks away. Then another one cracked on a different street.

Excavating stopped just in time to save the whole neighborhood from collapse.

As fast as sand had been taken from the excavation, other sand had run in again.

The builder found that he had been undermining the whole district.

It cost him a fortune to repair the damage.

It's actual experience that makes for the best builder of buildings; or an advertising builder of business. For over 16 years we have been business building in the running sands of architectural advertising and know its dangers and its "safeties."

A talk together might convince you that our experience in the building field could be of service to you.

TUTHILL ADVERTISING AGENCY
L. W. C. Tuthill, President
1133 BROADWAY
NEW YORK



The manufacturer had heard, the letter stated, that the Jones and Co. organization was selling goods in Mexico and he would appreciate any information on the subject. The manufacturer went on to say, however, that his plant turned out mainly cold weather goods, such as sweaters and knit gloves, and he doubted whether there would be a market for such lines in a tropical country like Mexico. He would, however, like advice on the matter.

If the manufacturer of cold weather goods had taken the trouble to have looked in his encyclopædia, or, better still, had hunted up someone who has lived in Mexico, he would have learned that Mexico is a warm weather country only in limited areas; that the bulk of its territory is high table land where there is a regular winter with ice and snow. Mexico City, with nearly a million inhabitants, is one of the great fur markets of the world.

Jones and Co. have had good luck in their export business, they told me, because they have used the same common sense and energy which they would have employed in opening up a new territory in any part of the United States. The firm does not try to do business in any town until it has complete credit information on prospective customers. At present it is selling goods in something over one hundred towns and cities. Eventually it expects to cover the entire Republic.

I asked Mr. Jones about the long credit terms granted by competing European firms. I had heard stories, I said, which told of Europeans granting a year or longer for payment of bills.

"So far as I can find out," he replied, "such stories are largely myths. Maybe they did it years ago, but I don't know of any European firms that are doing it now. Probably they are in no condition to do it. Anyhow, our regular credit terms seem to be satisfactory, and we give only the same terms to Mexican merchants that we accord to our regular American trade."

The AUTOMOBILIST

Circulation over

60,000

**Exclusively among
Automobile Owners**

OUR New England circulation is larger than that of all other Automobile magazines combined.

We have a larger circulation than any other Automobile magazine published in the United States.

For Rates address

The
AUTOMOBILIST
Beacon Building, Boston

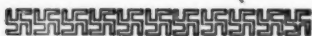
A. H. GREENER, 116 W. 89th St., N. Y.

A. A. BALDWIN, 14 E. Jackson Blvd., Chicago.

W. C. ORR, 322 Huron-Sixth Bldg., Cleveland.

BERT BUTTERWORTH, 414 Hearst Building, Los Angeles.
305 Crocker Bldg., San Francisco.

Member Audit Bureau of Circulations



1922

Second Announcement

ON September 19th last the first formal announcement as to the booking of advertising space in "PUNCH" for 1922 was made.

On October 20th, in issuing the second advertisement in respect of booking ahead for 1922, I am exceedingly gratified at being able to state that **OVER TWO-THIRDS** of the entire space likely to be available in the regular issues of "PUNCH" for 1922 is now sold to specific advertisers for insertion on specific dates.

In view of the general state of trade and the doubt that has existed as to what might be the result for 1922, I think this indication of faith in the powers of "PUNCH" advertising space to help to bring back good times is notable.

For the remaining one-third of space in 1922 which is yet unsold I will be pleased to have early bookings from advertisers of high-class goods and service who have not yet "joined up," and I repeat my strong conviction that all the space available for 1922 will be booked up by the end of 1921 at least, if not before.

Will those who have not already done so be kind enough therefore to go into the matter as thoroughly as present circumstances will allow, and instruct their Agents to make arrangements for such space as they can use, as quickly as possible?

ROY V. SOMERVILLE
Advertisement Manager "PUNCH"
10 Bouverie Street, London
Eng.



Charging-for-Service Plans Need Redirection

BOONTON RUBBER MANUFACTURING
COMPANY

BOONTON, N. J., Nov. 18, 1921.

Editor of PRINTERS' INK:

Your article in PRINTERS' INK of November 17, "Why Many Charging-for-Service Plans Failed," avoids what appears to be the fundamental reason.

It is the common practice of sellers to allow a discount for cash. Is charging for service, as hitherto applied, the emphasis is placed upon an additional charge rather than upon a concession. You say the idea is theoretically sound. Psychologically it isn't. There is, to be sure, a sound idea involved, but it means a uniform price, with a cash discount to charge customers, and a somewhat larger discount to cash-and-carry purchasers. The method of application needs turning about—that's all.

This from a consumer's standpoint.
BOONTON RUBBER MFG. CO.,

C. B. SEABURY,
Vice-President.

Wareham Smith Retires from Advertising

Wareham Smith, advertisement director of the Northcliffe group of newspapers, retired from business last month, after twenty-five years of service. He was given a dinner on October 27 in the Connaught Rooms, London, which was attended by some 400 guests. Lord Dewar presided and among the guests were the Lord Mayor of London, two British Cabinet Ministers and many others prominent in the business and political life of the Kingdom.

Mr. Smith was one of the founders of the famous Aldwych Club, which, it is said, has been addressed by more public men of the first rank than any other in London.

Advertising Taught by Industrial Association

Advertising is one of the subjects to be taught by the Industrial Association of Cleveland in its business training course. This course opened November 10, with an enrollment of 345. Charles W. Mears, of the Mears-Richardson-Briggs Company, will lecture on advertising. Sixteen business leaders of Cleveland comprised the faculty of this business training course. Included in the list is the president of the Chamber of Commerce and vice presidents of two leading banks.

George W. Hopkins Elected a Director

George W. Hopkins has been elected a director of the Columbia Graphophone Company, New York. Mr. Hopkins was made vice-president of the same company as announced in PRINTERS' INK several weeks ago and is in addition general sales manager.

Los Angeles Sunday Times

50,000 New Circulation

40% More Value to Advertisers

Average Sunday circulation October, 1921,
169,162.

Average Sunday circulation May, 1920,
when present advertising rates were es-
tablished, 118,831.

Monday is Los Angeles' banner shopping day,
virtually a "Christmas" every week. Two-thirds
of all advertising relating to Monday bargains
appears exclusively in the Los Angeles Sunday
Times. Its lead over the second Sunday paper
has now passed the "two-to-one" ratio.

Local display advertising in Sunday
Times during October, 1921, 756,686
agate lines.

Second Sunday paper, 361,522 lines.

The Los Angeles Times

Eastern Representative: Williams, Lawrence & Cressmer Co.,
Harris Trust Building, Chicago—225 Fifth Avenue, New York.

***You Can No More Properly Cover
Dayton and Springfield Without the
News League Papers Than You Can
Make the Average Flashlight Do the
Work of a Powerful Searchlight.***

A comparison of net paid City Circulation of all Dayton and Springfield papers (last Publishers' Statements to the A. B. C.) shows the following:

DAYTON

News more than other evening paper	29 per cent
News more than morning paper....	47 per cent
Sunday News more than other Sunday paper.....	5 per cent

SPRINGFIELD

News more than morning paper....	35 per cent
Sunday News more than other Sunday paper.....	35 per cent

Net Paid Circulation for October:

Daily....57,201	{ Dayton News.....41,576
	{ Springfield News.....15,625
Sunday..53,058	{ Dayton News.....39,275
	{ Springfield News.....13,783

Cultivate the buying public of Dayton and Springfield. The News League papers are in the forefront of every movement for the betterment of the community, and have a class of readers to which you should make your appeal.

News League of Ohio, Dayton, Ohio

Members A. B. C.

New York—I. A. KLEIN, Metropolitan Tower
Chicago—JOHN GLASS, Wrigley Building

Urges C. P. A. to Advertise His Service

That certified public accountants should break their long silence and advertise the service they have to render was urged by Franklin W. Ganse, president of the Boston Life Underwriters' Association, at a meeting of the Certified Accountants of Massachusetts, Inc., held at Boston recently.

"The certified public accountants as a body should advertise and you are doing a lot of harm when you don't do it," Mr. Ganse said.

"I should like to see the time when the certified public accountants will have agents, not to advertise the man, but the cause. Is there not a way that the facts, by advertising, booklet or agent, could be brought to the attention of the men involved wherever there is need of advice of thorough accounting?"

Packard Company Appoints New Sales Manager

The Packard Motor Car Company announces the appointment of R. E. Chamberlain as general sales manager. Mr. Chamberlain joined the Packard Company in 1916, having been Philadelphia manager of the Garford Motor Truck Company. Since that time he has been truck sales manager of the New York City branch, truck sales manager at the Packard factory and assistant general sales manager.

Canadian Traveling Men Organize

Commercial travelers of Canada have recently organized the Associated Canadian Travelers to advance and protect their business interests. A Dominion charter has been granted and it is planned to establish branches throughout Canada.

New Western Representative for "Success Magazine"

Robert M. Banghart has been appointed Western advertising representative for *Success Magazine* effective January, 1922, with offices in Chicago. He was formerly with Godso & Banghart.

Heads New York Advertising Legion Post

R. B. Alexander, of *Hollands Magazine* and *Farm and Ranch*, has been elected commander of the New York Ad Men's Post of the American Legion.

Towle "Log Cabin" Account for J. Walter Thompson

The Towle Maple Products Company, St. Paul, Minn., "Log Cabin" syrup, has appointed the J. Walter Thompson Company as its advertising agency.

Dealer Good Will.

NEWSPAPER advertising insures quick, thorough and economical dealer distribution and good will—it reaches daily virtually all who buy and gives the dealer that local tie-up which he is most interested in. It is his medium of publicity for it reaches his trade—therefore his medium should be your medium.—Ask your agency.

Boston Globe

Baltimore Sun

New York Times

Minneapolis Tribune

San Francisco Bulletin

St. Louis Globe-Democrat

Philadelphia Public Ledger

Des Moines Register and Tribune

Information regarding these shopping centers and trade conditions will be gladly furnished by the advertising departments of these papers.

GUY S. OSBORN

Incorporated

CHICAGO

1302 Tribune Bldg.

DETROIT

ST. LOUIS

701 Ford Bldg. 441 Globe-Democrat Bldg.

Copy Man

We have a real opportunity for the highest type of copy and layout man to originate and handle all details of magazine, newspaper and trade paper copy, also merchandising material. Must have record of success on big outstanding national accounts and personality to maintain close contact with important business executives. Salary in line with record of past accomplishment but will not consider anyone who has not a demonstrated ability to earn at least \$6,000.00 per year. Location, middle New England.

Address "T. A.,"
Box 259
Care of Printers' Ink

Long Established Bank Speaks for Advertising

THE NATIONAL UNION BANK OF
MARYLAND
BALTIMORE, NOV. 17, 1921.

Editor of PRINTERS' INK:

I take pleasure in replying to your letter of October 31.

The question of the National Union Bank's attitude toward canceling or curtailing advertising campaigns is one that I answered as long ago as last April, at the time it was asked of a number of bank presidents in this city. My answer, in part, was as follows:

"Generally speaking, we are not advising borrowers to curtail their advertising appropriations; but there is a certain class of borrowers, those who are dealers in articles known as luxuries, whose advertising budget should be carefully scanned and in many instances wisely curtailed.

"We believe that the business outlook in most lines warrants the acceleration of advertising and selling activities. In lines dealing with luxuries, as above indicated, No."

You will see that my views coincide with those expressed by Mr. Fletcher.

Consistent advertising is a fixed policy with the National Union Bank. To advertising I attribute a large measure of our growth in deposits, in public good-will and in usefulness to the business community.

The National Union Bank is one of the oldest in the country. Advertising has helped to rejuvenate it and to infuse into it the progressive, intensive spirit of modern American business. Above all it has helped to humanize the bank. It has brought us closer to our depositors and our depositors closer to us.

In the light of our own experience I can but conclude that advertising is a potent force in building reputation. And a good reputation is sometimes more valuable than a good balance sheet to the man who is seeking a loan.

P. L. GOLDSBOROUGH.

McLaughlin-Bryant, New Chicago Agency

McLaughlin-Bryant & Company is the name of a new advertising agency formed in Chicago. T. B. Harned, Jr., formerly general sales manager of the Liquid Carbonic Company, is president; G. H. Bryant, formerly advertising manager of the Franklin Automobile Company, secretary, and H. J. McLaughlin, previously with Collins-Kirk, Chicago advertising agency, treasurer. The Liquid Carbonic Company, of Chicago, and the Wisconsin Top Company, Inc., of Racine, Wis., are among the accounts being handled.

Knoxville "Sentinel" Adds Sunday Edition

The Knoxville, Tenn., *Sentinel*, a six-day evening newspaper, on November 20 issued its first Sunday morning edition.



Advertising may contribute
to failure just as directly and
positively as it does to success.
If the advertising misrepresents
the product, by creating an ugly
and amateurish impression, it
is a drag and not a tractor.

Glen Buck
Advertising
Chicago

ANNOUNCING THE SUNDAY EDITION OF THE KNOXVILLE SENTINEL

Beginning Sunday morning, November 20, The Knoxville Sentinel inaugurates the publication of a Sunday morning edition.

The Sentinel will deliver the Sunday newspaper to all of its more than 25,000 subscribers, both in and out of Knoxville, Tennessee, who now receive the afternoon edition.

This Sunday delivery until further notice will be without additional subscription cost, namely 15 cents per week, thus giving Sentinel readers seven editions weekly instead of six, at the price hitherto paid for the six afternoon publications.

In keeping with its policy, it will be The Sentinel's purpose to make the Sunday edition a superior newspaper, complete and comprehensive in all respects. It will have two leased wire telegraphic news services leading directly into its offices. It will also have a vast array of carefully chosen features, illustrations and comics, and various departmental reading matter, all of which will combine to make it a newspaper with a broad appeal.

Every feature that has been secured for this Sunday newspaper is surpassing in quality. The production of the Sunday edition will represent the best thought and most conscientious endeavor of The Sentinel's entire organization, just as do the six afternoon editions. It is the ambition of the men and women who make The Sentinel that it shall be one of the most complete Sunday newspapers published in the South. To that end, every energy and thought and endeavor will be centered.

The Sentinel Is Now Thirty-Five Years Young, Having Been First Issued in 1886

Within this period of three and one-half decades The Sentinel has steadily moved forward, keeping a pace in advance of the onward march of progress, ever seeking to be the exponent of that which is for the advantage of the city in which and for which it is published.

Shall we not count YOU and YOU and YOU among the many thousands of friends who will be well-wishers for the Sunday edition of The Knoxville Sentinel?

We believe your answer is: "Go to it!"

Remember the date, Sunday morning, November 20.

STORY, BROOKS & FINLEY,
New York—Chicago—Philadelphia,
Special Representatives.

Putting a City "On the Map"

THE City of Lebanon, Pa., boasts of advantages that are factors to the successful development and growth of a community. The people of the city know this, and the Chamber of Commerce determined that Lebanon's advantages should be known to others. They called together the leading merchants and manufacturers; surveyed the situation; determined the two chief points demanding publicity were the location of Lebanon and that it is not a village or country town, but a flourishing, prosperous, industrious city.

From these thoughts they evolved the slogan for the city advertising campaign—for every such campaign must have a slogan. The slogan adopted is "Lebanon, a City on the Map," used in connection with a solid background map of Pennsylvania, showing only the chief waterways of the State, in white, and a large dot for Lebanon. No one can fail to grasp at a glance the geographic location.

The fund was started by the Chamber of Commerce from its own treasury, and the balance was subscribed by the merchants and manufacturers. It is a modest fund, but it was secured without any special effort, and more money will be forthcoming when needed, because Lebanon is enthusiastic.

The lineage used is small—100 lines twice a week in the business section of a Philadelphia morning daily, and twice a week in an evening paper. Philadelphia is the nearest large city to Lebanon—ninety miles distant. The first piece of copy extended an invitation to become acquainted with Lebanon and stated that the space twice a week would cite facts why the reader should know Lebanon, its location, its possibilities and desirabilities. Subsequent copy did just that.

The Publicity Committee of the Chamber of Commerce, with W. H.

\$7,000,000 for

Louisiana's Agricultural College

THE collection of this sum in three years is assured to higher Louisiana agricultural education by the State Legislature's passage of a special Severance Tax levied on the production of Lumber, Oil, Gas, Gravel, Sulphur and Salt—\$2,500,000 already collected the first year.

MODERN FARMING IS RESPONSIBLE

for starting the agitation that led to these millions being provided for higher agricultural learning.

W. R. Dodson, Dean and Director, Louisiana College of Agriculture, in writing to Modern Farming Oct. 31, 1921, relative to the disbursement of the added millions for Louisiana Farm Boys collegiate education, goes on record in this wise:

"The hearty support of our work in the past by your paper has been a big factor in the development of our plans thus far."

MODERN FARMING NEW ORLEANS LOUISIANA

Is truly representative as

The Louisiana-Mississippi Farm Paper

Your Advertising Will

SATURATE PEORIA

and Central Illinois
IN THE

Journal-Transcript

Peoria—the "Try Out" city of
Central Illinois for 10 years.
Write for Survey of the Market.

Read—
in
Central
Illinois

THE PEORIA JOURNAL
The Peoria Transcript
SUNDAY JOURNAL-TRANSCRIPT
PEORIA, ILLINOIS

Represented by Chas. H. Eckley, Jr.
New York, Peoria, Ill., Chicago, Peoria, Ill.,
Peoria, Ill., Peoria, Ill.

Largest Net Paid Circulation in Central Illinois.

"It Can Be Done"

We Want a
SALESMAN
 Who Can Sell
 Window Display
 Material

The right man will be backed by a complete plant devoted to the manufacture of posters and show cards. Answer in detail. Confidence assured.

Salzer & Company
 Incorporated
 28-30 East 10th St.
 New York City

**Illustration Service
 Wanted**

A well-established Irish Advertising Service controlling the appropriations of many of the largest advertisers in Ireland is anxious to get in touch with a good Studio or firm of Block-makers with a view to securing the exclusive use in Ireland of stock designs or blocks for Newspaper or Magazine Advertisements.


Send specimens and full particulars and terms to

"F. S."

Box 260, Care Printers' Ink

Worrilow as the chairman, did not miss the advantages of the co-operation of direct-mail work. It sent to every business man in Lebanon an appeal to co-operate to the extent of using the slogan and map on all stationery going out of the city. The response was unanimous.

And what were the results? Here is what E. J. Fellow, general



LEBANON
 A CITY ON THE MAP

THE "Back-to-the-Farm" advocate finds no idle farms to go back to, in our rich Lebanon Valley.

These fertile acres bring to the prosperous City of Lebanon their choicest fruits, vegetables and dairy products.

Life here is far more than mere existence. In Lebanon you live!

**LOCATE IN
 LEBANON!**

**ADDRESS
 LEBANON CHAMBER OF COMMERCE
 LEBANON, PA.**

ADVERTISING FOLLOWS THIS
 GENERAL STYLE

secretary of the Lebanon Chamber of Commerce, says:

"The first advertisement brought an inquiry from a large retail and wholesale concern which stated that it was desirous of locating in a city which was progressive, as would be indicated by our advertisement. The second advertisement brought an inquiry from an architect and building contractor."



Turning a High Price into a Reason for Buying

is not difficult for the salesman who understands the strategy of quality salesmanship. Few salesmen are really awake to the advantage which the quality you have built into your product gives them. They take it for granted. A new Dartnell manual has been published which will give your salesmen an entirely new conception of what quality means to them.

"Send us two dozen copies—a most appropriate gift for our salesmen."—*General Asbestos & Rubber Co.*

"One of the best sales manuals that has ever come to my attention. I want to put a copy into the hands of everyone in sales department. Send us four dozen copies."—*Tappert Baking Company.*

"Filled with exceptionally good ideas which every salesman should not only read but study carefully."—*Skinner Manufacturing Co.*

"I consider it the best sales help Dartnell has ever put out."—*Earl & Wümm.*

"You have done a real service in getting out such a book. It hits the nail on the head. We will need three dozen."—*J. B. Ford Co.*

"I consider it the best book of the series, although the others have all been splendid, especially Field Tactics. They will make for less price cutting and cleaner salesmanship."—*Northrup, King & Co.*

"How to Sell Quality is the peer of all the manuals so far issued by Dartnell. It comes at a time when salesmen should think about the subject. Rejected and order for one dozen copies."—*The National Roofing Company.*

"Particularly valuable at this time. Enter our order for thirty copies."—*Square D Company.*

HOW TO SELL QUALITY

A new manual by J. C. Aspley
Editor, "Sales Management" Magazine

Over 200 leading salesmen and sales managers in all lines of business who have achieved success in selling against price competition have collaborated with the author in bringing out this unusual book. It bristles with facts that will help your salesmen to get a big view of the whole quality vs. quantity issue. It is concrete and practical.

Typical chapters in this new manual are: "How Quality Helps a Salesman," "Making the Buyer Want Quality," "Creating a Quality Atmosphere," "Getting the Full Price," "Meeting Price Objections," "Disarming the Price Cutter," "How to Close a Quality Sale," "Keeping the Old Customer Sold on Quality," and numerous ways of illustrating the economy of quality.

Price on approval, \$1.60 in leatherette; \$1.10 in boards

THESE FOUR MANUALS AND "HOW TO SELL QUALITY," \$5.00

Field Tactics for Salesmen—Gives plans successfully used by salesmen in varied lines to meet such common objections as "Not interested today," "Will wait until I have a call," etc. Over 800 business executives contributed plans and ideas to it. Now in its third edition. Price \$1.10 (boards).

What a Salesman Should Know About Credits—Designed to promote closer co-operation between the salesman in the field and the credit department at the office. Makes no effort to make credit men out of salesmen, but gives information that will bring home to him the truth that a sale is not complete until the bill has been paid. Price \$1.10 (boards).

What a Salesman Should Know About Advertising—Shows salesman how other live-wire salesmen like himself are cashing in on the advertising being done by their company and using it to get more business. Not a textbook about copy or cuts, but a compilation of plans which a salesman can use to increase sales. Price \$1.10 (boards).

Salesman's Correspondence Manual—The original Dartnell "how" book for salesmen. Brings home to your men the advantage to them of writing clear, concise reports. Shows model reports sent in by other salesmen, and tells how sending in such reports have actually led to orders. Price \$1.10.

THE DARTNELL CORPORATION

Publishers, The Dartnell Sales Service; Sales Management Magazine; The Hardware Salesman; Salesman's Data Book, and other literature for sales managers

Dartnell Building, 1805 Leland Avenue - - Chicago, Ill.

THE FACT

"Out of thirty-two magazines, weeklies, women's and generals, your percentage of loss is the smallest for ten months (first ten months of 1921) on monthlies, and your loss in the women's group is less than half of what the average for the group amounts to."

THE REASON

Mrs. Barbour Lyndon, Vice President of the Publishers' Information Bureau, Inc., was able to make the foregoing statement in her recent letter to us, lies in

The Buying Power

of over 600,000 Priscillas,* and the confidence these women have in merchandise advertised in "The Trade Paper of the Home."

MODERN PRISCILLA

NEW YORK BOSTON CHICAGO

*PRISCILLA (fem. noun), one who delights in her home; good housekeeper.

Coca-Cola More Than Doubles Advertising Outlay

(Continued from page 6)

necessary for him as a druggist to carry some things that may turn only once a year or once in two years he will be shown how he can neutralize this condition by having in stock articles of such quick turnover as to remind one of a grocery.

In making the close study that is necessary to present these facts to the druggist the Coca-Cola Company naturally comes to know him better than he knows himself and therefore is in position to co-operate with him properly and resultfully in the promotion of its own goods.

In this way the company is eliminating waste from its advertising. And it would be difficult indeed to over-emphasize the necessity of other advertisers doing likewise. A Chicago advertising agency man tells PRINTERS' INK of a little tour he made last month among the retailers in some small Indiana towns. He was seeking information as to the effect of the advertising placed by a certain nationally-known manufacturer whose account he is handling. He says he was surprised to find the dealers better informed and more on the alert than ever before. They insisted on being shown, almost to the point of being "hard boiled."

"Do you know," one of them said, "this article is pretty poor in quality? That company surely has to build a strong foundation under it if it is going to hold up."

The advertising agent declares he is sure the company did not know of the way in which dealers regarded its goods and therefore could not possibly be in position to build the right kind of an approach from the front side of the counter. It pays to know the dealer.

With definite knowledge of all departments of the drug store the Coca-Cola Company is able to co-operate with the druggist both in

a general way and then again with specific application to the soda fountain in which it is directly interested.

The druggist has been led to believe that there is a fancy profit connected with everything sold at the soda fountain. But there is almost as much diversity in soda-fountain profits as in any other department of the store. The company ascertained that the average druggist who made any effort to base his prices on a real business foundation was computing his soda-fountain profits on the basis of the cost of his materials plus a certain arbitrary charge for service, the charge being the same whether the customer called for some fancy mixture which took time to prepare or a simple drink like root beer or Coca-Cola.

TURNOVER IN SOFT DRINKS

Proceeding, it must be admitted, strictly from considerations of self-interest, the Coca-Cola Company has set about to prove to druggists that there is more profit to be had from handling drinks of that type—selling many drinks at a nickel each—than in the purveying of various mixtures that every soda fountain sells.

An interesting experiment to demonstrate this was tried recently in a drug store in an Eastern city. The soda fountain was quite a busy one requiring the services of two men who were kept reasonably active all day and very much so during certain hours.

One of the attendants was an expert and the other a newcomer. The Coca-Cola representative stood near the fountain for two hours or more during one of the busiest times of the day and used a stop watch to find how long it took to prepare various classes of refreshments. The expert was let in on the secret but nothing was said to the other man. It was found that in the preparation of some things the expert stood far in the lead as to shortness of time required but that the other just about equaled him when it came



HIGH-GRADE ARTIST WANTED

*Wash and Oil—Figures
National Advertising*

Exceptional opportunity offered in large and successful art organization. Applicant will find congenial working conditions in our ideal studios. A man of proven ability will receive a commensurate salary. Give full particulars and remuneration desired. In strict confidence.

ADVERTISERS BUREAU
Detroit

A Successful Selling Organization

experienced in solicit-
ing all classes of trade
desires

To Hear From Manufacturer

seeking distribution and
permanent representation
in Chicago and Suburbs.

Address "G. S.," Box 252
Care of Printers' Ink
833 Peoples Gas Building
Chicago, Ill.

to dispensing Coca-Cola and similar drinks.

The whole thing was an interesting object lesson to the druggist, designed to show him that he could handle almost any additional amount of Coca-Cola business without increasing his overhead, it being a matter of only an instant to assemble the syrup and carbonated water and place it before the customer.

All of which is the most powerful kind of appeal when properly demonstrated to the retailer. After a store or even a department has sold enough goods in a certain day to take care of all the overhead, each subsequent sale that day represents substantially net profit.

The "just a little more" idea—meaning the additional sales that can be made without increasing selling expense—is a thing that is going to find a ready reception from now on in every retail store. The manufacturer who can put it down in plain black and white as the Coca-Cola Company has done and then translate the plain black and white into real action is the one who is going to do the best merchandising from the front of the counter standpoint during 1922.

D. J. Hinman Joins Gilman, Nicoll & Ruthman

D. J. Hinman, for a number of years space-buyer and business manager of Street & Finney Inc., Patterson-Andrews Co., Inc., and more recently with The Manternach Company, Hartford, Conn., has joined the staff of Gilman, Nicoll & Ruthman, publishers' representatives, with headquarters at New York. Prior to his agency connections, Mr. Hinman was for a number of years associated with the New Haven Register. He began his agency career with the George P. Rowell agency some seventeen years ago.

Shipping Board Has New Advertising Manager

D. Earl Brundage has resigned as advertising manager of the United States Shipping Board.

M. B. Clausen, who has been in charge of the New York advertising office of the Shipping Board, succeeds Mr. Brundage. Mr. Clausen was formerly with the American Express Company. He will have his headquarters in Washington.

***Automobile Advertising
in Rochester
during the recent
Closed Car Week***

Agate Lines

THE ROCHESTER HERALD	- 33,860
Democrat and Chronicle	- - - - 28,532
Post Express	- - - - - 20,930
Times-Union	- - - - - 10,194

These figures bear eloquent testimony to The Herald's supremacy in automobile advertising over all other Rochester newspapers.

**SMITH, STURGIS
& MOORE, Inc.**

Successors to Collin Armstrong, Inc.

General Advertising Agents
1463 Broadway, at 42nd Street
New York

TORONTO, Lumsden Building
MONTREAL, The McGill Building
PARIS, 31 bis Faubourg Montmartre
LONDON, Premier House, Southampton Row, W. C. 1.

The Right Angle in Advertising

"Send Me a Copy!"

—those words on your business card or letterhead will bring you a free copy of the new

ADVERTYPE BORDER BOOK

THIS BOOK suggests forty different combinations of simple type borders. It contains border suggestions for every advertising purpose, and is an invaluable aid to the layout man.

IT IS FREE and your only obligation is to write for it on your business card or letterhead.

The Advertype Co., Inc.

245 West 36th Street, New York

Advertising Typography



ADVERTYPE YOUR ADVERTISING

Development of Banking Depends upon Advertising

ADVERTISING will prove the greatest factor in the further development of banking institutions, G. Prather Knapp, publicity manager of the Mississippi Valley Trust Company, St. Louis, said in an address before the Tulsa, Okla., Advertising Club last week.

"Through advertising," Mr. Knapp said, "the banker can not only build up respect for his institution, but he can inaugurate educational campaigns to place the unwary investor on his guard against 'wildcat' schemes."

Public confidence was declared by the speaker to be the most potent asset of business prosperity, an asset best developed through advertising.

"Advertising," Mr. Knapp continued, "will take the man in the street through the main entrance of the bank, will introduce him to the officers at their desks and the tellers at their windows, and will show him the spirit, the real sincere service, that pervades the right sort of banking organization. How common it is for a man in speaking of a banker to describe a sort of old-time, melodramatic, skinflint, a Scrouge, 'a grasping, grinding, pinching, covetous old sinner,' as Dickens put it, and, yet, when Dickens described Scrouge, he was not describing a banker."

"If the banker is any good at all, if the time and thought of all his years have not been altogether wasted, he knows something about the difference between a safe investment and an unsafe one. He makes investments every day. He cannot go into business, in the first place, or stay in business for a year, in the second place, unless he possesses the ability to know a safe investment from a risky one, and yet how many people ever consult their bankers before buying a stock or a bond? If we treated our doctors that way the race of Americans would be

Bargains in Newsprint

Owing to our having sold our Goss Comet Press, we have no further need for this stock.

The stock consists of newsprint in rolls in three widths, for 8, 6 and 4-page papers, as follows: 6 rolls 70" wide 6,497 lbs. gross; 14 rolls 52½" wide 11,725 lbs. gross; 23 rolls 35" wide 13,494 lbs. gross; a total of 31,716 lbs.

Make us an offer, f.o.b., cars Holyoke. The first reasonable offer will be accepted. Will be shipped sight draft against bill of lading.

ALDEN PRESS
Holyoke, Mass.

WANTED COPY MAN \$6,000

**Assistant to
Vice President
New York Agency**

K EEN, young; full of life and determined to succeed; the kind of chap I shall have to hold back instead of prodding; hard worker; original in his thought; experienced in layouts and other production procedure as well as copy; food experience valuable. This is a real job with a real future. The man I want is traveling fast toward the top. Write full particulars and tell me what current advertising campaigns you like best and why. Send no samples. Address W. T., Box 250, care of P. I.

MY ALL-AROUND, HIGHLY DEVELOPED ADVERTISING AND SELLING EXPERIENCE

should be valuable to some large manufacturing, advertising or publishing company.

In fifteen years I have worked through every department of the advertising business and am familiar with its every phase.

Have been part owner and manager of a successful advertising agency, sales manager of a force of a hundred men covering the entire country east of the Rockies, and assistant-to-the-president of one of the largest companies in its line.

I prefer a connection with a large organization or one with immediate possibilities of great expansion, where my talent for organizing, directing and successfully completing big tasks will be called into requisition.

Address "T. N.," Box 255
care Printers' Ink

wiped out of existence by disease in a generation.

"A man's money is the ultimate concentrated net result of his training, his ability, his energy, his labor and his sacrifice. It is his reward for effort; his security against trouble; his hope for the future comfort and happiness, not only of himself, but of those who are dearer to him than himself: his wife, his children. It is not wonderful that the bankers of the country, men who handle and protect and safeguard and use, in the interests of the community, the money of other men, it is not wonderful, I say, that bankers are cautious, conservative and anxious to test new ideas thoroughly before trusting to them the fruits of their customers' labor and the basis of their customers' hopes.

"But the bankers of the country have learned that advertising is not an expenditure of money, but a very safe investment of it. They have learned that without it the financial and business problems of the nation, the financial and business problems of every corporation and the financial and business problems of every individual cannot be successfully solved. They are using advertising—they are using more and more of it every day. They have learned to appreciate the fact that advertising is part of the wealth of modern civilization. They are looking and looking with confidence to advertising men to help them profit by the lessons they have learned."

New Secretary of Specialty Association

Mrs. Bernice Blackwood has been appointed executive secretary of the National Association of Advertising Specialties Manufacturers. Mrs. Blackwood to take this position is resigning as assistant treasurer and sales promotion manager of Johnson Read & Company, Chicago advertising agency.

Will Join Florida Publishers

A. B. Codrington, for four years advertising manager of the *Albany-Decatur Daily*, Albany, Ala., will become advertising manager of the *Real Estate Journal and Industrial Record*, Miami, Fla., on December 1.

Buying by Name

MILLIONS upon millions of dollars are invested in trade-marks and in their exploitation.

The manufacturer has fought individually to sell to the public the "*buying by name*" idea. His printed argument, at its best, is a one-man statement and must later be met by the retailer's version and counter argument.

The time for concerted action is apparent; action that will educate the public in a broader way on the wisdom, security, satisfaction and economy in buying advertised quality trade-marked products.

The Quality Trade-Mark Association is dedicated to this purpose, and every trade-mark owner and national advertiser is invited to cooperate and participate in its benefits.

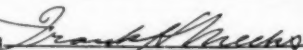
Full particulars supplied on request.

QUALITY TRADE-MARK ASSOCIATION
200 Fifth Avenue, New York

Printers' Ink Weekly Circulation Report

	CURRENT WEEK	SIX MONTHS AGO	ONE YEAR AGO
Date of Issue <u>November 3, 1921</u>			
Edition Ordered	19,300	19,100	18,200
Actual Run	19,300	19,100	18,200
New Subscriptions Received	117		
(a) 6 mos.	11		
(b) 1 yr.	106		
(c) 3 yrs.	--		
Renewal Subscriptions Received	257		
(Prior to expiration 191 after expiration 66)			
(a) 6 mos.	2		
(b) 1 yr.	255		
(c) 3 yrs.	--		
Net Paid Gain	43		
Net Paid Loss	--		
Total Paid-in-Advance Subscriptions	X 15,618	15,536	14,935
Newstands Sales	2,809	2,627	2,313
(a) American News (net sales)	2,280	2,225	2,011
(b) Direct Out of Town (net sales)	229	402	302
Voucher Copies Mailed to Advertisers	609	399	449
Uncut Copies for Bound Volumes	175	175	175
Complimentary	--		
Samples	6		
(a) Requested	6		
(b) Unrequested	--		
Office Sales—Current	119		
Changes of Address	8		
Duplicate Copies	5		
Back Numbers on Subscriptions	--		
Service	156		
Miscellaneous Office Use	154		
Total Number of Copies Printed Since January 1	841,797		
Average Edition from January 1 to Date	19,132	19,112	17,858

Signed



CIRCULATION MANAGER

X High Water Mark

Combing Over the Sales Territory

By H. J. Meermans

A LITTLE over three years ago, one of Cleveland's large manufacturers made a canvass of nearly 100 national advertisers for the purpose of finding the best methods of getting the utmost business out of any territory. The experiences of the various companies is interesting, especially today, when every sales manager is trying to put his sales force back on a basis of "normalcy." The companies replying to the investigation covered almost the entire gamut of human wants, from chewing gum to trucks, and the sales experiences of these manufacturers may be of interest to harassed sales managers today.

Almost without exception, every salesman rears up on his hind legs and balks at the mere suggestion of reducing his territory. Yet, the experience of most concerns, where large territories had been the policy, shows that more business results when territories are reduced to the point where intensive working of a small geographical area is required.

A well-known collar and shirt manufacturer obtained remarkable results by reducing the size of sales territories. In the State of New York, this company at one time had but a single salesman working north of Poughkeepsie. The territory was divided and another salesman added. The result was that company got nearly double the amount of business. A year later the territory was again divided and a third man put to work, with the result that each of the three salesmen secured almost as much business as the one man had previously produced. A fourth man was added and his business equaled that of each of the others.

A refrigerator company formerly had one man covering the State of Indiana. Today, five men

Newspaper Artist

A newspaper, the unquestioned leader in its territory, requires the services of an experienced newspaper artist.

He must be a commercial illustrator of ability, since the work is of a wide and varied character and must be turned out with considerable speed.

In addition, he must be capable of managing our engraving plant. We do not want an engraver, but an artist who can see that his own and other work which is sent him is properly executed in metal. And he must **KEEP UP PRODUCTION.**

The artist's personal qualifications will be given very careful consideration, since we must have a man who is steady and reliable.

The qualifications are no more exacting than the opportunity to secure permanent employment with an established institution is great.

Send full particulars of past history and samples of work with your letter of application.

Address
"J. E.," Box 253, Care of
Printers' Ink.

Interesting Facts About Your CHARACTER

outlined in a new book by Napoleon Hill, based upon what he found out from analyzing 12,000 people. It tells you how to find the life work for which you are best fitted. It tells you exactly why men reach the age of 40 without succeeding.

Send 30c in postage for this book and a copy of Mr. Hill's famous Personal Analysis Chart and test yourself by filling out the 150 questions in it as this may give you a slant at yourself that will mark the most important turning point of your life. Copy of Napoleon Hill's Magazine will be included FREE.

NAPOLEON HILL'S MAGAZINE

Department PI-11

210 Fifth Avenue, New York

*Reprinted from "The Quarterly," with the permission of The H. K. McCann Co.

WANTED

A Self-Propelled Artist

A GO-GETTER who can originate sales ideas and express those ideas in terms of form, line and color EFFECTIVELY.

If a customer, for example, sells tractors, that fact will be sufficient for the man we have in mind. He won't need to be told what to do. He will tell us and translate his message thru the medium of his art.

This man must preferably have had a varied advertising experience; therefore, he and novel ideas will be on more than speaking terms.

He must be capable of assisting the sales department to market his ideas. He must know how to plan the kind of campaigns customers are hungry for these days.

If you are the man you will find this concern a joy to work with. It is considered the finest institution of its kind in Canada. It is composed of human beings to whom the word co-operation means everything it implies.

Read this ad over again. If it describes you, write us confidentially about your experience, general background, age, salary expected and anything else you think we should know.

Address Box 389, Toronto, Can.

cover the same territory, and the man who once had the whole State is now confined to a reservation of twenty counties, in spite of which his volume of sales is increasing right along.

A manufacturer of office equipment had one sales territory which included the cities of Omaha and Council Bluffs, as well as the whole South Platte section of Nebraska. An additional man was placed in Lincoln, while rural Nebraska was segregated entirely from Omaha. As a result, the Lincoln field alone produced as much business as the whole previous field, while the Omaha territory produced nearly as much business as the whole territory had yielded before the split.

A watch manufacturer of high repute has never found an instance where sales have not increased with reduced territories. For instance, this company has thirteen men working the retail trade in New York and Pennsylvania, and the average business of each of the thirteen men is as high as the sales of the one man who worked the entire two States (excepting New York City) several years ago.

"But," says the sales manager of a building device or of factory equipment, "this applies to sales made to retailers and not to my line."

Let's see.

A manufacturer of factory and department-store equipment, whose name would be instantly recognized if stated, formerly handled the sales of Ohio, Kentucky, Tennessee, West Virginia, and Western Pennsylvania from the Cleveland office. Gradually more salesmen were added; an office opened in Cincinnati to serve southwestern Ohio, Kentucky and Tennessee, and a little later another office opened in Columbus. In fifteen years, with these intensive efforts, the company's business increased 1,000 per cent in this territory. Similar tactics doubled the business in Connecticut in two years, and the addition of one salesman in the State of New York, exclusive of New York City, brought about a 40 per

Could You Use More Sales?

The writer of this advertisement has for several years been participating in the successful sale and distribution of millions of dollars' worth of merchandise to jobbers and retailers of the Middle West. The completion of this work leaves him open for a new business connection.

He now seeks a new opportunity to apply himself to the sale and merchandising of some good standard commodity or specialty that should respond to intelligent and vigorous representation in the drug, grocery, or hardware trade. He is also well qualified to manage chain stores.

His last position included the organization of nearly 600 people. He was responsible for the direction of the wholesale and retail salesmen, the management of a large mail order department, and the overseeing of the accounting and office personnel. Records showing how these activities were successfully conducted will be submitted upon request.

Present size or location of business, or available titles, would mean but little provided there is opportunity for mutual success and profit.

JOSEPH J. WATSON

Care of Printers' Ink, 833 Peoples Gas Bldg.
Chicago

New England Daily Newspapers SELL THE GOODS

The Reasons why:

The greatest per capita wealth.

The uniform, every day, money in hand, prosperity caused by a weekly pay roll that has nothing approaching it elsewhere in the country.

A territory with fine cities closely knit together without parallel in the country, and each city having splendid newspapers with equitable advertising rates. A people peculiarly susceptible to daily newspaper advertising—a trait handed down from father to son. It would be a miracle, indeed, if New England, with these advantages, was not a most productive field for advertising.

"The man with the newspaper—you see him everywhere. He is interested and he is interesting.

"He has a favorite paper. So has his family. To be in these papers right means to be right in it."

—N. W. Ayer & Son.

Fifteen of New England's Finest Cities, and Fifteen of Its Best Home Newspapers

FITCHBURG, MASS., SENTINEL

Net Paid Circulation now 10,000
Population 41,013, with suburbs 150,000

LOWELL, MASS. COURIER-CITIZEN LEADER

Daily Circulation 19,889 P. O.
Population 112,759, with suburbs 150,000

LYNN, MASS., ITEM

Daily Cir. 15,504 A. B. C.—2c copy
Population 99,148, with suburbs 125,000

SALEM, MASS., NEWS

Daily Circulation 18,811 P. O.
Population 43,697, with suburbs 150,000

SPRINGFIELD, MASS., UNION

Daily Circulation 53,821 A. B. C.
Population 129,563, with suburbs 250,000

TAUNTON, MASS.

DAILY
GAZETTE

Daily Circulation 7,909 A. B. C.
Population 38,000, with suburbs 53,000

WORCESTER, MASS.

TELEGRAM
GAZETTE

Daily Circulation 75,158
Population 190,000, with suburbs 350,000

PAWTUCKET, R. I., TIMES

Net Paid Circulation 23,824 A. B. C.
Serves territory of 130,000

BRIDGEPORT, CT.

POST-
TELEGRAM

Daily Circulation 46,730 A. B. C.
Population 150,000, with suburbs 220,000

NEW HAVEN, CT., REGISTER

Daily and Sunday Cir. 31,681 P. O.
Population 165,000, with suburbs 225,000

NEW LONDON, CT., DAY (Evening)

Daily Cir. over 10,640 A. B. C.—3c copy
Population 25,688, with suburbs 60,000

WATERBURY, CT., REPUBLICAN

Daily 10,992 A. B. C.; Sun. 11,425 A. B. C.
Population 91,410, with suburbs 100,000

PORTLAND, ME., EXPRESS

Daily Circulation 24,300; Member A. B. C.
Population 69,169, with suburbs 75,000

BURLINGTON, VT., FREE PRESS

Daily Circulation 10,552 A. B. C.
Population 22,779, with suburbs 40,000

MANCHESTER, N. H.

UNION and
LEADER

Daily Circulation 25,375 A. B. C.
Population 75,063, with suburbs 150,000

— EACH OF THE NEWSPAPERS here
named is a power in its home community.

cent increase in that State in four years.

Bear in mind, in reading the instances cited above, that these are not "warboom" stories. Every one was the result of intensive sales work *before* the war began and was accomplished during the period from 1907 to 1917—days looked back upon as a time of normal business.

Summarized, this investigation indicates:

1. Territorial reductions pay if intelligently planned.
2. When you cut territories don't cut the salesman's income and don't be afraid to overpay him.
3. For lines that require several calls a year and that will stand both large and small distribution, territories should be closely worked.
4. Junior salesmen working on the smaller accounts are good incentives to the regular salesmen to hold up their end when territories are divided.

Advertises Alleged Label Counterfeiting

The arrest of the proprietor of a shoe repair shop on the charge of counterfeiting the labels of O'Sullivan's rubber heels has recently been advertised by the O'Sullivan Company. Space in several newspapers has been used to advertise the attempt at counterfeiting as a tribute to the original product and to emphasize that, although the O'Sullivan label might be copied it was impossible to copy the rubber compound. A portion of the newspaper story describing the dealer's arrest was reproduced in the advertising copy with names and addresses obliterated.

New Account for Toledo Agency

The Kauffman Metal Products Company, Bellefontaine, O., manufacturer of garage equipment and automobile accessories, has placed its account with The Miller Agency Company, Toledo, O. Trade papers and direct mail will be used.

Chicago Advertising Council Appoints R. H. Becker

Robert H. Becker has been appointed secretary of the Advertising Council of the Chicago Association of Commerce. He was formerly publicity director of the Chicago Y. M. C. A. and was at one time with Sears, Roebuck & Co.

A Winter Port!

PORTLAND MAINE

Portland Harbor is open all the year and is the natural seaport for a large section of Canadian territory whose own seaports are closed during the winter.

In midwinter as in midsummer, Portland is a great market for the retail sale of merchandise. An "all-year" market.

The Evening Express is the great afternoon daily of Portland.

Its circulation is the largest of any Maine daily.

And considerably larger than that of both other Portland dailies combined.

PORTLAND EXPRESS

The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago

ADMAN'S HANDBOOK on TYPE

Our new book of type shows 50 modern faces, many examples of forcefully set ads, and is full of information for copy writers, advertisers and business executives.

This 112-page book contains a Type Estimating Chart that will enable you to use the exact size type to fit any space. This feature alone will be worth many dollars to you.

\$1.00

Just what you want—in concise form. Fundamentals of good form in composition are fully explained.

With this book (pocket size, 112 pages) you can make type do just what you want it to—the very first time.

Yours for \$1, prepaid. Dollar back if you will part with the book. Ten days' approval. Mail dollar bill to—

ARKIN ADVERTISERS SERVICE
Typographers • Artists
422 C South Wabash Ave., Chicago

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: Peoples Gas Building, 122 S. Michigan Blvd., KIRK TAYLOR, Manager.
Atlanta Office: 1004 Candler Building, GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

San Francisco Office: Examiner Building, W. R. BARANGER, Manager.

Canadian Office: Lumsden Bldg., Toronto, A. J. DENNIS, Manager.

London Office: 233 High Holborn, W. S. CRAWFORD, Manager.

Paris Office: 31bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$100; half page, \$50; quarter page, \$25; one inch, minimum \$7.70. Classified 55 cents a line, Minimum order \$2.75.

JOHN IRVING ROMER, Editor
FREDERICK C. KENDALL, Managing Editor
JOHN ALLEN MURPHY, Associate Editor
ROY DICKINSON, Associate Editor
R. W. PALMER, News Editor

EDITORIAL STAFF:

Roland Cole Albert E. Haase
Roy W. Johnson Edward T. Tandy
C. B. Larabee E. B. Weiss

Chicago: G. A. Nichols
London: Thomas Russell

NEW YORK, NOVEMBER 24, 1921

"Advertising Failures" A conservative banker a few days ago was talking of certain advertising campaigns which, as he stated, had failed and thus injured the whole cause of advertising in the bankers' eyes.

There has not been sufficient time to check up the inside facts of all of these so-called advertising failures, but we have sufficient information on hand to know that at least three of the six mentioned were business failures instead of advertising failures, and that one other was due in part to an overnight change in selling and advertising policy forced by another banker. He insisted that the manufacturer who had borrowed from him should tear out from his merchandise its distinguishing trademark in the form of a knitted

label. He urged this course of action when he was informed that two big department stores would sell the product only upon that concession.

The manufacturer up to that point had been succeeding in changing his whole distribution system and greatly broadening his market for a product that was becoming favorably known to an ever-increasing list of final consumers. In another failure attributed to advertising it was discovered that the business failure was due primarily to a tendency on the part of the management to watch the stock market quotations for its profits far more carefully than they watched sales outlets or the quality of their product.

And so it works out in many cases. A failure blamed to advertising will usually prove a failure due to wrong policies on the part of management. Many an incident can be cited in which the most valuable asset after a failure was the good-will built up by the advertising.

It is scarcely fair to pass snap judgment on "advertising failures." An unprejudiced search for facts will usually place the blame for failure where it properly belongs.

The Saturation Bugaboo

We have read figures to the effect that Missouri has 16,048 bathrooms in its farm homes, or six for every hundred farms. The same State has 23,870 kitchen sinks, or nine per country home. Some counties show up better than others. It is the backward counties that lower the average.

These figures are cited only because of the light they throw on the question of saturation. We hear a lot about the saturation of markets. Some manufacturers allow themselves to be too much influenced by the saturation bugaboo. In most cases that is all it is—a bugaboo.

When the wonderful advertising progress of the Standard Sanitary Company, Trenton Pottery, J. L. Mott and others has been commented on, we have often

heard critics say: "That's all very well. These companies have been teaching the daily bathing habit to the American people. Wait until they get their equipment into every home and are dependent on new building for further business, then there will be another story to tell."

We do not think the plumbing manufacturers need worry about running out of a market. Despite their notable achievements, the Missouri statistics show the magnitude of the farm market still waiting their development. Less than ten per cent of the farms in the State are equipped with modern plumbing. In this respect Missouri is probably neither better nor worse than the average State. To be sure, every new farm home now erected probably contains a bathroom and up-to-date kitchen equipment. Many of the old homes are being remodeled as rapidly as the owners' finances will permit. It will be many a day, however, before even this remodeling market will be saturated. And when it is, numerous new outlets still will be found on the farm. There should, for instance, be running water in every barn. Another example: many a farmer will want to install an overhead sprinkler system.

The city market, too, is inexhaustible. True enough, nearly every city home now contains a bathroom. But a city house with only one bathroom is no longer regarded as thoroughly modern. There should be at least two. Three lavatory rooms is becoming the accepted unit for the ordinary, fair-sized home. The Standard Sanitary Manufacturing Company is finding an entirely new outlet for its advertising energies in the kitchen. The back-breaking sinks that were installed until recently should be replaced with the modern type, "36 inches from the floor."

Until recently only a small percentage of hotel rooms were equipped with baths. Mr. Statler's advertising, however, of a bath with every room has thrown the bulk of demand in all hotels to the rooms with baths. Resort hotels particularly have had this experi-

ence. So emphatic has been this demand that several of these hotels are now being remodeled to cater to the bath demand.

Have we proved that as far as the plumbing manufacturers are concerned the saturation scare is a bugaboo? We took this particular business only by way of illustration. It would be just as easy to show that numerous other advertising industries have barely scratched the surface of their possibilities.

The Market the Attic Offers

The average attic is, customarily, the final resting-place of what were generally, cherished family possessions. Some are heirlooms, retained for purely sentimental reasons. Others have been placed in the discard heap by the march of time. They are old-fashioned. Nevertheless, the intrinsic value they represent leaves no recourse other than to stow them away for that "sometime" when they may come in handy.

Very often these inmates of the attic offer a market of sizeable possibilities. Just to quote one incident, consider the oil lamp and its numerous prototypes. More than a million homes are wired for electricity each year. Many are old homesteads that never boasted even of gas illumination.

When the electric button is pressed in these houses for the first time the death-knell of the oil lamp is sounded. Up to the attic they generally go. Since this process has been going on for a number of years, it is safe to say there are several million lamps which have met that fate.

In fact, Edward Miller & Company, electric fixture manufacturers, of Meriden, Conn., claim there are over ten million discarded oil lamps. What has that got to do with the Miller company? Simply this. Everyone of those ten million lamps can be electrified with Miller attachments. To quote from a recent piece of copy: "Miller Attachments transform your old—but cherished—oil lamps and candlesticks into mod-

ern Electric Portable Lamps. Original oil-burning or candle-holding features are not destroyed."

Undoubtedly, there are dozens of similar merchandising ideas lying dormant in the attic. Another example of somewhat the same character is the campaign of the Rockbestos Products Corporation, described in PRINTERS' INK last week. Here, the advertising was designed to get housekeepers to repair broken electrical devices, which is analogous to coaxing dust-covered articles out of the attic.

Merchandising plans based on this rejuvenation idea tie up splendidly with the policy of sensible economy adopted by the majority of the American public. It is a state of affairs not by any means to be confused with the hysterical variety. Sensible economy infers judicious handling of the family purse and in the long run makes for business conditions of the soundest kind. More than that, it opens the way for selling plans that display a recognition of this public attitude. The Miller and Rockbestos campaigns illustrate what may be done along this line.

Why not climb the ladder to the attic and see what it holds for you?

Loose Talk Should Be Avoided

It is seldom that a trade-mark controversy has aroused such wide general interest as that between the Beech-Nut Packing Company and P. Lorillard Company, over the name "Beech-Nut" as applied to cigarettes. This is natural, of course, since the products of both concerns are widely advertised, and have obtained wide distribution through stores frequented by the rank and file of the public. We doubt if any trade-mark conflict in the past has ever been so clearly impressed upon the mind of the consumer.

The courts will no doubt eventually determine the rights possessed by each claimant, but in the meantime it is important to keep the facts clearly in mind, for the sake of the good-will which

is involved. The public forms its opinions from what it hears or casually reads, and much damage might be done to either company by casual comments based upon inaccurate knowledge. A widespread notion that either concern was dealing unfairly might not be difficult to create, and might do great injury.

As the matter stands today, both companies would appear to be the owners of a registered trade-mark consisting of the name "Beech-Nut," but in neither case has it apparently been registered for cigarettes specifically. The Lorillard company acquired by purchase the name as applied to chewing tobacco, and the packing company originated its use as applied to meats, peanut butter, chewing gum and other things. Recently, the packing company applied for a registration as applied to cigarettes, against which Lorillard company filed an opposition in the Patent Office. The opposition was sustained by the Examiner of Trade-Marks, and registration was refused, on the ground that cigarettes and chewing tobacco are goods of the "same descriptive properties." This, clearly enough, is not a ruling that the Lorillard company is entitled to use the name for cigarettes, but that the packing company is not entitled to register it because of the previous registration for a tobacco product. The Patent Office opinion is wholly based upon the registrability of the mark.

In the meantime the packing company has filed a suit in the Federal Courts for the purpose of determining the right to use the name, and this case will no doubt eventually result in determining the extent of both parties' rights. Until that result is obtained, comment should be based upon the facts in the case, and loose talk by all means should be avoided.

Account for Clarkson Collins

The Indian Refining Company, New York, Havoline oil, and Indian gasoline, has appointed Clarkson A. Collins Jr., Inc., New York as its advertising agency.

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HOW DO YOU DETERMINE YOUR GRADE?



"THIS is the lowest figure I am able to get on our grade of letter-paper," said the purchasing agent.

"But how do you determine what our grade of letter-paper is?" inquired the president.

If a letter-paper is palpably beneath the dignity and position of a business, it makes little difference what it can be bought for.

The thing to determine first is, what grade of paper is good enough for such a business as this is?

It may not necessarily be as good as CRANE'S Bond. But when a business, especially a business of the dominant and prestige building class, feels that it is among the leaders in its field, it ought not be content with anything connected with its business, either the location and architecture of its offices, the dress and manners of its salesmen, the packing of its goods, the character of its printed matter, or the appearance of its correspondence, that is not in keeping with the idea of leadership, of prestige.

100% selected new rag stock

Crane's

BUSINESS PAPERS

Perhaps this is your man—

Advertising manager of national advertiser, having completed all advertising for his company for the next eighteen months, is ready for new and larger work. The completed-in-advance campaign includes all magazine advertisements, folders, booklets, circulars, letter campaigns, etc., all scheduled, written and ready for use. Is complete agency in himself, with broad experience in merchandising, selling and advertising. Manufacturers who wish their advertising to mean more sales at less cost or advertising agencies who wish an executive that can accomplish any advertising work have an opportunity to secure such a man. Knows the mechanics of advertising, is sober, sane, aggressive and has a clear head. Can make the advertising dollar go a long way and show a profit in the going. Salary \$6,000—age 34—University of Chicago—15 years' business experience—available 30 to 60 days' notice. Address "P. D.," Box 254, care of Printers' Ink, 833 Peoples Gas Bldg., Chicago, Ill.

20 YEARS OF LIFE



Frank G. Soule
Pres. & Found-
er Nat'l Bur-
eau of Analysis

Plus or Minus—Which?

Will you add or subtract this period from your life? Heed Nature's health warnings, and the chances are all in your favor to add 20 years. Neglect these warnings, and you will likely follow the way of countless thousands and die 20 years too soon. Frank G. Soule has made it his life's work to help men and women prolong their lives and maintain their physical and mental efficiency to a ripe old age.

Send for FREE Booklet

He tells you how to do this—shows you how his simple, easy plan taking but four minutes of your time yearly, and costing but a few cents a week, keeps before you at all times the vital facts of your physical condition, enables you to ward off disease, and maintain maximum health and vigor. Send for Free Booklet, "Why People Die Too Young."



NATIONAL BUREAU OF ANALYSIS
Dept. P. 1. 11 Republic Bldg. Chicago

"Concrete"

COVERS THE CONSTRUCTION FIELD
ABC — ABP
NEW TELEGRAPH BLDG.
DETROIT

Supreme Court to Pass on ex-German Trade-Marks

MOCK & BLUM
COUNSELORS AT LAW
NEW YORK, NOV. 14, 1921.

Editor of PRINTERS' INK:

We have read your interesting article in *PRINTERS' INK* of November 10 on "When Are Trade-Marked Goods 'Genuine'?" Your last paragraph reads:

"There is a rather marked divergence in the two opinions, and as the court refused to certify the case to the Supreme Court, there the matter rests. It will probably come before the highest court for determination sooner or later, however, for there is every likelihood of similar conflicts with the multitude of former German trade-marks owned in this country."

Please note that the Supreme Court granted a writ of certiorari in this case on November 7. Several other concerns filed briefs in the Supreme Court of the United States as *amici curiae* asking the Supreme Court to review the case.

This means that we will in a relatively short time have a definite pronouncement from our highest court in this matter.

MOCK & BLUM,
HUGO MOCK.

New Farm and Newspaper Campaign

The Tirrell Manufacturing Company, of Bridgman, Mich., manufacturer of spraying machinery, will start an advertising campaign at once, using farm papers and local newspapers. Direct methods also will be used. The account will be handled by Frank B. White, agricultural advertisers' service, Chicago.

Minneapolis Agency Has New Account

The Mac Martin Advertising Agency, Minneapolis, has secured the account of Brown & Bigelow, Inc., St. Paul. Newspaper space is being used in a "Readpoint" pencil campaign and additional contracts will be placed as distribution is secured.

Cleveland Agency Reorganized

The Morton Company, Cleveland, has been reorganized as Andrews, Brown & Cole, Inc., with the following officers: President, A. B. Cole; vice-president and general manager, Roy M. Brown; vice-president, Robert S. Andrews; sales manager, L. Z. Stone.

E. V. Syrcher with Direct Mail Corporation

E. V. Syrcher, formerly advertising manager of the Art Metal Construction Company, Jamestown, N. Y., has been made head of the plan department of the Direct Advertising Corporation of Indianapolis.

THE SEAFARER *and* MARINE PICTORIAL

Subscription \$5.00 per Year

A MONTHLY reaching the responsible officers of our Merchant Service in all departments, both afloat and ashore. The only magazine of the sea having a wide popular appeal, covering all phases of seafaring—fiction, fact, history, tradition and romance in text and pictures.

Guarantee Average Monthly PAID Circulation During 1922 Will Be 5,000

AN EXCELLENT MEDIUM FOR

Rope
Coal
Shipyards
Ship Brokers
Engines
Boilers
Repair Plants
Steam Packing
Valves
Compasses

Oil and Grease
Paint and Varnish
Marine Hardware
Marine Insurance
Fire Extinguishers
Ship Chandlers
Engine Room Supplies
Books
Cameras
Razors
Binoculars

Telescopes
Uniforms
Pipes
Portable Typewriters
Small Bonds
Savings Banks
Life Insurance
Cigars, Cigarettes, Tobacco
Shaving Soap, Cream, Powder
Educational Courses

MARINE PICTORIAL COMPANY, Inc.

CHAS. E. CORNELL, *Advertising Manager*

Publication Office: 103 East 125th Street, New York

Stix, Baer & Fuller Dry Goods Co. St. Louis, Mo.

Desire the services of a Sales and Advertising Director. A man who has had department store experience and of highest ability as an advertiser, sales promoter and man of vision who can take complete charge of this branch of the institution. No other type of executive will be considered for the position. Address correspondence, which will be held confidential, to the Firm.

The Little Schoolmaster's Classroom

THERE is a controversy going on now in the collar trade as to whether, after all, constant bringing out of new styles is good for the industry. The steady flow of new designs has been regarded as a wholesome tonic for the business. The young man trade especially, it is claimed, demands frequent changes in the style repertory. They buy collars not so much because they actually need them, but because they wish to wear the latest vogue. Older men, on the other hand, are likely to cling to a favorite style that they may have been wearing for years.

Probably it would be good policy for the manufacturers to cater to both groups. The trouble, however, under the present system is that retailers are not able to keep all the numbers in stock. They must curtail somewhere. Usually it is on the old styles. As a result, men often find it hard to restock their favorite collars.

Perhaps the issue should be compromised. Granting that the occasional new style is a helpful stimulus to the business, would not the general interests of the industry be better served if style additions were not so frequent? Men as a whole do not follow the Goddess of Fashion so slavishly as do women. They are likely to be pretty conservative in their dress. It is to the advantage of the clothing industry to heed this masculine conservatism. Many men patronize tailors for no other reason than that they do not like the style frills that the ready-made manufacturers too often adopt.

The hat manufacturers handle this situation in an interesting manner. Of course, there are slight changes in hat styles every season. But the manufacturers give the wearers of their brands a chance to duplicate hats they have been wearing should they prefer them to the new styles. The other day the Schoolmaster received a booklet from Wallach Brothers,

New York clothiers, a paragraph from which explains this service. It read: "Perhaps you have a Stetson that you bought a good many years ago—one whose shape and style appealed particularly to you. If you want a new Stetson exactly like it, we are prepared to duplicate it, in the identical style and quality of the original hat. Just bring in your old Stetson—so we can take its number and secure the new one from the Stetson factory. It will require but a short time—and we are very glad to be able to serve you in this way."

The Schoolmaster asked Mont H. Wright, publicity director of John B. Stetson Company, how extensively this plan was used. He replied that his company adopted the idea of making duplicate numbers of its hats back in 1887 and that each year it receives thousands of orders for duplicate hats. Other hatters, he says, follow the same practice.

A good idea that. But it needs more advertising. The service is not known so well as it should be.

Tony Sarg was telling the Schoolmaster of a recent conversation he had with a movie magnate.

"Why in the name of mud," asked the well known maker of marionettes, "did you change the name of Barrie's play 'The Admirable Crichton' to 'Male and Female' when it was converted into a movie presentation? Surely you don't think the original title was over the heads of the average celluloid patron!"

The movie magnate became very confidential.

"I'll tell you why," he whispered. "When we were booking releases we wrote to our exhibitors offering 'The Admirable Crichton.' Ninety per cent wrote back that they were fed up on sea stories. So we changed it to 'Male and Female'—elemental, perhaps, but understandable. A similar happening occurred in the case of

Newspapers— Magazines—Billboards

Practically every daily newspaper in the United States is now carrying campaigns prepared by us.

We rank well up among the first twenty-five agencies in the United States in volume of space used during 1921 in a leading woman's magazine.

One of the most striking and successful billboard campaigns in Philadelphia is our work.

Write for these booklets:

"How to Judge an Advertising Agency"

*"Points on Merchandising Advertised Products
Through Department Stores"*

*"Merchandising Advertised Products
Through Drug Stores"*

J.H. **CROSS** CO.

General Advertising Agents

214 South Twelfth Street - Philadelphia, Pa.

Members
American Association
Advertising Agencies

Members
National Outdoor Advtg. Bureau
Audit Bureau of Circulations

THE CANADIAN MARKET. Canadian organization, selling to retail jewelers and opticians throughout Canada, will undertake the manufacture and sale, or both the manufacture and sale, of one or two specialties of merit either of a similar or some other line. This is an opportunity for some Canadian or United States manufacturer to market his product economically in Canada. Address "M. E.," Box 251, care of Printers' Ink.

GUIDE to business conditions, mine of information, and authority on advertising and sales methods. The Richey Data Service is kept up to date by monthly installments. The big men of business use it.

Write for free Bulletin

**THE RICHEY
DATA SERVICE**
P. O. Box 101, Indianapolis, Ind.

RDS

EXECUTIVE AND HOUSE-ORGAN EDITOR, well and permanently connected, by reason of irregular intervals of present duties, finds himself with some available time, utilizable elsewhere without detriment to present associations. Desires to take over editorship of going house-organ, or to create one for some reliable New York firm. Wide experience; a proved executive. Knows how to get results at low costs. Has created two well-known house publications. Can handle art work as well as publications; also advertising experience. Exceptional references. Will make such a part-time affiliation with right sort of corporation. Address "S. E.," Box 256, care of Printers' Ink.



USE our motor lists and statistical data service on automobiles, trucks and motorcycles for analysis of your distribution possibilities and for direct advertising. Lists are arranged by towns and counties and by individual makes when desired. Also complete lists of supply dealers, garages, auto dealers, Ford dealers, storage battery stations, etc.

Get a copy of our new booklet with figures by states, and other valuable information. Free. Write for it.

MOTOR LIST COMPANY

MARTIN TUTTLE, Pres.

409 Grand Ave.

Des Moines, Iowa

Branches: CLEVELAND
PHILADELPHIA

DETROIT
NEWARK

Ibanez' 'The Four Horsemen of the Apocalypse.' When we notified the exhibitors we were told wouldn't we please ring off the Wild West stuff!"

* * *

Several years ago a man in one of the Southern States invented a new idea in folding-beds. It was a bed that lifted and disappeared into the wall or in a doorway. It was known as the Murphy Bed.

The maker believed in it, progressed, slowly, advertised modestly, but, as time passed and conditions admitted, put profits right back into the business and into advertising.

If an apartment house was built in one of the Southern vacation resorts a Murphy bed was put in gratis, just as a live indication of what it meant in the conservation of space.

Today the business has grown to large proportions, and from one-column newspaper space the advertising campaign has reached the magazine page dignity, special consideration being given to publications that reach architects and builders who erect apartments.

The Schoolmaster is attracted by the unique pictorial method of getting over the story. To illustrate a folding-bed would not be attractive. That is not the real story. Murphy advertising pictures many kinds of rooms, furnished in the usual way, and always emphasizing the bed and the amount of space it occupies. "Imagine this same room," reads the text, "with the bed—almost the same identical bed—raised and up

Automatic Machinery



We design and build Automatic Machines that perform operations of: Assembling, Cutting, Counting, Cracking, Corking, Drying, Developing, Folding, Forming, Filling, Grading, Japanning, Knitting, Laundry, Labeling, Manufacturing, Printing, Producing, Packing, Sewing, Special Work, Stamping, Tying, Wrapping and Weighing. An Automatic Machine will save time and expense in the cost of your production.

HERBERT H. GILES, 105 W. 40th St., New York

WANTED: a young man

who can,
who will,
who wants

to GROW

HE must be a good correspond-
ent, with a practical knowl-
edge of Advertising in gen-
eral and Direct Mail methods
in particular.

He must know how to handle
sales department inquiries;
how to answer letters con-
cerning orders; how to find,
and interest, new prospects
and develop new territories;
how to *build* business—and
hold it—by mail.

His salary will be what the
man is worth. He must sell
himself in his first letter,
stating age, experience and
full details of qualifications.

His confidence will be re-
spected, and his communica-
tion will be treated as strictly
confidential. Address:

OPPORTUNITY
BOX 257, PRINTERS' INK

American Lumberman

Est. 1873 A. B. C. CHICAGO

With over 100 paid correspondents in the largest producing and marketing centers the American Lumberman effectively

COVERS LUMBER FIELD

Standard Remedies

440 S. Dearborn Street,
Chicago, Ill., reaches 2,112
of the 2,468 manufacturers of

Proprietary Medicines

The Complete Book on Engraving



printing and related (35) subjects. "Commercial Engraving and Printing" (850 pgs.; over 1500 illustrations) tells how to prepare copy; how to choose method of reproduction, paper, plates, color harmonies, and hundreds of other helpful suggestions. Write for prospectus, approval offer and payment plan.

Commercial Engraving Pub. Co.
Dept. DG. Indianapolis, Ind.

EVENING HERALD

Leading Evening Newspaper in

LOS ANGELES

Government circulation statement
for six months prior to Oct. 1, 1921:

139,210 Daily Average

More than both afternoon rivals
combined. Grows like Los Angeles.
Covers afternoon field completely.

Representatives:

New York: Chicago:
H. W. Meloney G. Logan Payne Co.
604 Times Bldg. 432 Marquette Bldg.

out of the way. What a difference it would make."

* * *

The postman's job is a dreary one and on occasion he must feel grateful to advertising men for the touch of originality with which they decorate their mailing-pieces. The Corona typewriter people, for example, use an envelope, in mailing the company's house magazine, on which is pictured a messenger boy delivering a copy of the publication.

In the upper left-hand corner of the envelope Corona says: "If this boy can't deliver his message, send him back to Groton, New York."

* * *

"Ten Shaves Free. Simply insert your name and address and mail to the Palmolive Company, Milwaukee," is the wording used in the Palmolive Shaving Cream coupon. A far more effective method of asking for sample requests, according to the Schoolmaster's way of thinking, than the customary: "Send for Sample."

* * *

Here is a new instance of the expansion of advertising—the first time, to the Schoolmaster's knowledge, that information concerning a diplomatic social function has been printed in paid space.

On November 5, 1921, the Japanese Embassy inserted an advertisement in the society columns of a Washington paper announcing the postponement of a reception. The copy read: "Pending the confirmation of the reported assassination of Premier Hara, the

THAT AD-MEDIUM MARVELOUS

The Billboard

AMERICA'S LEADING WEEKLY THEATRICAL DIGEST

NEW YORK
1493 Broadway

ASK THE ACTOR

CHICAGO
35 So. Dearborn St.

Japanese ambassador has been compelled to postpone the reception which was to take place at the Shoreham Hotel on Saturday, November 5."

Does this departure forecast the development of another phase of advertising—when public and private social affairs will supplement the reading notices on the society page with appropriately chaste paid advertising?

Favorable Balance of Trade for October

A favorable balance of trade of \$163,000,000 for October is shown by statistics made public by the Bureau of Foreign and Domestic Commerce. The favorable balance for October 1920 was \$418,015,612. Exports last month were valued at \$346,000,000 as compared with \$751,211,370 for the same month a year ago and \$325,713,702 for September 1921. Exports for the first 10 months of 1921 were valued at \$3,898,307,733. Imports in October 1921, were valued at \$183,000,000 as compared with \$333,195,758 for October 1920 and \$179,292,165 for September 1921.

Will Advertise Fishing Tackle

The Ralph W. Merrill Company, Chicago advertising agency, has obtained the account of James Heddon's Sons, manufacturers of fishing tackle, Dowagiac, Mich. Plans for next year's advertising are now being made.

Opportunity for Real Salesman

Long-established general advertising agency on the Pacific Coast has an opening for experienced salesman of creative ability. Commission and bonus plan that will interest man who can "repeat." State experience, age, and all details in your letter. Address "W. K." Box 258, care Printers' Ink.

That New System You Want to Install

NOW IS THE TIME to place your order for new forms to be used in billing, purchasing, stockkeeping, or in the factory or office you have in mind, so you can install same on Jan. 1st. Intelligent co-operation and suggestions offered in the designing of same.

Good work, careful attention to details; deliveries when promised; reasonable prices.

Send for our representative before placing your next order.

Peerless Manifold Book Co.

10 Barclay St., New York.
Phone Barclay 4483.

MULTIGRAPHING

FOR THE "DISCRIMINATING"

Circular Letter Service

Incorporated

221 Fulton Street New York

Phone: Cortlandt 0333

PRINCRAFT PRESS

Some of our printing is elaborate and some of it is simple; but it is *always* good. We have found that pride in craftsmanship without frills pays.

*A ring brings a principal,
with no obligation*

213 W. 40th St., New York
Near Times Square BRYant 0131

Population 66,138 Trading Centre for 150,000

Brockton, Massachusetts. The Great Shoe City. Brockton shoes 18,000,000 people. Paper established 1880.

Brockton Daily Enterprise

Printing 20,000 Daily

Flat Commercial rates 6½ cts. per line, 91 cts. per inch

Afternoon Paper, Sells for 2 cents

Averages nearly 2 pages of want advertisements



Direct Mail Advertising

reduces cost of selling. **POSTAGE MAGAZINE**—published monthly—tells how to write Sales-Producing Letters, Circulars, Booklets, House Magazines. Send \$2.00 for 12 months' subscription.

POSTAGE, 18 E. 18th St., N. Y.

WHAT IS YOUR PROBLEM?

ASK The Search-Light

Anything You Want to Know
A Special Service Organization—Founded in 1895
Investigators, Researchers, Statisticians,
Writers, Illustrators, Editors.
A Library Comprising Millions of Records,
Clippings and Pictures.
EGBERT GILLISS HANDY
Founder-President and Executive Chairman.
Francis Trevelyan Miller, L.L.D., Litt.D.
450 Fourth Avenue, New York. [Editor-in-Chief]



Between the covers of THE MAILBAG

There are, each month, from six to twelve timely, inspirational, real-life articles of interest to the reader who uses or needs Direct Mail Advertising. You can have the benefit of others' experience. Subscription \$5.00 per Yr.

MAILBAG PUBLISHING CO., 12001 W. 8th St., Cleveland

IF YOU WRITE COPY—

Send 10c for sample copy
The Advertising Digest

Contains hundreds of heads, leads, unique phrases, etc., from leading ads of month. Big help to copy writers. Monthly \$5c, \$5 yearly. Address (on business stationery) "A-D" SYNDICATE SERVICE, 608-A, 10 S. La Salle St. Chicago

Howell Cuts for houseorgan direct mail and other advertising
ask for proofs
Charles E. Howell • Fisk Building • New York

Reduced Prices for Better Printing

Good Printing—Good Service
1000 Printed Book Letters \$5.00
1000 Printed Envelopes 3 1/2x5 1/2 \$4.25
1000 Printed Envelopes 4 1/2x6 1/2 \$4.75
1000 Printed Cards 2 1/2x3 1/2 \$4.50
1000 Printed Billboards 5 1/2x8 1/2 \$4.50
1000 Printed Stationery 5 1/2x8 1/2 \$4.50
SAMPLES FREE

Catalogs at Low Prices
1000 Circulars 6x9 up from . \$6.00
1000 Circulars 3x12 up from . \$5.50
1000 Circulars 12x18 up from . \$8.00
1000 4-Page Booklets 3x4 1/2 . \$5.00
1000 4-Page Booklets 6x9 . \$5.00
1000 8-Page Booklets 6x9 . \$8.00
SAMPLES FREE

E. FANTUS CO., 575 S. Dearborn St. CHICAGO

"GIBBONS Knows CANADA"

TORONTO

MONTREAL

WINNIPEG

Salada's Tea Business Increasing Year by Year

SALADA TEA COMPANY

BOSTON, Nov. 18, 1921.

Editor of PRINTERS' INK:

On page 66 of your issue of November 10 you had an article in which Ross W. Weir, chairman of the Joint Coffee Trade Publicity Committee, says that the per capita consumption of coffee had increased, and the per capita consumption of tea had decreased in the United States during the last year. As tea merchants are wondering where Mr. Weir got his information.

He could, from Government returns, tell what the importations were, but that certainly would not supply him with the figures of consumption for any given year.

Judging by the importations covering a number of years, the average consumption of tea in the United States is slightly over one hundred million pounds. In 1918 the importations jumped to over 146,000,000 pounds, or nearly a 50 per cent increase, but the consumption had not increased 50 per cent, nor when the importations fell off last year to slightly over 71,000,000 pounds had the consumption fallen off, because there was old tea in the country that had to go into consumption.

We are convinced by the enormous increases we have had during the past three years that the consumption of tea is steadily increasing. The Salada Tea Company's increase in trade in 1919 over 1918 amounted to 1,529,356 pounds, and in 1920 we had an increase over 1919 of 1,496,236 pounds, and for the first ten months of 1921, ending October 29, our increase over the corresponding ten months of 1920 amounted to 1,970,704 pounds, or nearly 2,000,000 pounds. That does not look as if the consumption of tea was declining.

**SALADA TEA COMPANY,
P. C. LARKIN,
President.**

Wanted To BUY MONTHLY PUBLICATION

We have a client who is desirous of purchasing an established monthly publication, preferably of the mail-order type, in or around Chicago. Our client is not concerned whether the publication is being produced at a profit if it answers his purpose. Correspondence, which will be treated as strictly confidential, should be addressed to

**KIRTLAND-ENGEL CO.,
14 E. Jackson Blvd., Chicago, Ill.**

Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

HELP WANTED

WANTED—Agency salesman who can show proved selling ability. Wide opportunity in middle-western territory with well-established agency. Letters confidential. Box 761, Printers' Ink.

World's Fastest Selling Auto Accessory!

County distributors wanted; write today. G. L. W. Spring Oiler Co., San Diego, Cal.

SALESMAN acquainted with buyers and who can obtain orders for sales check books can make favorable commission arrangements with leading Chicago concern in this line. Wirth Sales Book Co., Dept. P, Chicago.

Advertising Representative Wanted—Quarterly magazine devoted to Religious-Socialism. Nation-wide circulation. High-class clientele, clergymen and laymen of Episcopal church. Social Preparation, Lake Geneva, Wis.

Circulation Promotion—A large magazine publisher wants a man who has had experience in building circulation through contests, mail-order campaigns, local agents, salaried travelling salesmen, etc.

The position offers a splendid opening to any man who has specialized in any one or two of the above lines. Write, giving full particulars regarding experience in this and other lines, references, salary required, etc., to Box 771, P. I.

Well-established Offset Printer located in New York City requires services of additional salesman. Good future with an enterprising and steadily-growing, high-grade institution, specializing along practically exclusive lines. Man desired need not have printing experience, but must be well educated, possess good address, initiative and be willing to work hard; age, preferably around 25. Salary basis. Box 783, Printer Ink.

EXPERIENCED ADVERTISING MAN

WANTED by a Philadelphia manufacturer of a technical product (sales and advertising appeal, semi- or non-technical), age 30 to 40 years. State age; single, or, if married, size of family; education; experience in different lines; what you have accomplished; principal forte; minimum salary to start, and any other facts that may be of interest. Address Box 760, Printers' Ink.

WANTED—By a large Lithograph and Printing House in San Francisco, a Layout and Idea man; capable of creating catalogues, booklets, and other advertising printing. Must know type values. Ability to make a rough to submit to prospect will be an asset. A real opportunity to a hustler. Send photo—samples of work—short history of past experience, salary expected, and when can take up duties. Address: The Union Lithograph Company, San Francisco, California.

Wanted—Salesman to handle easy-selling specialty universally used in the printing trade. Can be handled as a side line; attractive position. Write fully experience and present territory covered. Chalmers Chemical Company, 123 Chestnut Street, Newark, N. J.

Cleveland Representative Wanted Unexpected opening presents opportunity for live man to represent established trade paper—leader in drug and chemical field. Highest references and proof of selling ability required. Address Box 759, Printers' Ink.

COPY WRITER with good record wanted to handle service accounts. Give full details in first letter. Samples submitted will be returned. Position now vacant. State salary wanted and when you could be here. Keeshan Advertising Co., Oklahoma City, Okla.

SALESMAN WANTED

at once to fill a vacancy in the New York City sales force of an established manufacturer of advertising displays, indoor and outdoor signs and dealer helps. A real opportunity for a man with similar experience. The position pays well and assures advancement. Box 780, P. I.

Exceptional Opportunity for a Successful Advertising Salesman

A weekly publication established over twenty-nine years, with a guaranteed paid circulation in excess of 18,000 copies per week, published by one of the best-known firms in the world with two hundred and twenty-five branch offices, has a very unique proposition to offer to an exceptionally high-class and successful advertising salesman.

This publication is read by the best class of business men in the United States and is regularly quoted by the leading dailies in all parts of the country. No solicitation for advertising has been made for several years, consequently very little advertising appears at this time. It is our desire to make this publication as important in advertising as it is in news, and this can best be accomplished through the efforts of an exceptional man who has proven by his past record that he can sell high-class advertising.

To the man who has enjoyed such a record and has enough confidence in his ability to believe he can accomplish the desired results, the publishers are prepared to pay a commission which will amount to almost the difference between the price of the advertising and the actual cost of production.

An opportunity awaits the right man to build a wonderful future with a large organization where his earnings will be limited only by his ability.

Give age and complete details of past experience, which will be held in strict confidence. Box 769, Printers' Ink.

Wanted—Good advertising copy writer and layout man, who has the ability to write a live industrial news story if necessary. Position open on Southern daily with 25,000 circulation published in a city of 30,000. Give full particulars and salary expected in first letter. Address Box 782, Printers' Ink.

ARTIST—Excellent opening with progressive advertising agency for experienced all-around artist, able to work in decorative pen-and-ink technique, strong poster style and good on color composition and design; give all details, experience, salary first letter; all samples mailed with application will be returned. **KEELOR & HALL**, 325 E. 4th St., Cincinnati, O.

SALES PROMOTION MAN

Exceptionally good opportunity open with a leading Ohio food manufacturer for aggressive young man under Sales Manager. Must know grocery trade and be able to initiate and carry through sales promotion ideas, dealer helps, store displays, salesmen's contests, etc. Would work in conjunction with newspaper advertising and well-organized sales department. Write fully, stating experience and salary expected. Box 768, P. I.

MISCELLANEOUS

WE WANT TO BUY PRESSES and other equipment and supplies required in the Pencil Printing business. Dixon Specialty Co., 21 S. High, Columbus, Ohio.

LITTLE ADS are making big money for numerous advertisers. Let us show you Catalog of selected lists, prices, free on request. Scott & Scott, Adv. Agency, 220 W. 42nd St., New York.

A BUSINESS BARD

Jack the Jangler, best of bards, Writes business-bringing Xmas cards, Neat Rhymes to Commerce he can link—Address him care of Printers' Ink.

BUSINESS BOOKS

Manuscripts wanted, either completed or in preparation. Box 784, P. I.

Printing Plants and Businesses

Bought and Sold
Printers' Outfitters
CONNOR, FENDLER & CO.
New York City

House-organs, folders, booklets, etc. Well-equipped concern doing work for New York firm for many years can take additional work. High-class; prompt delivery, close co-operation. **STRYKER PRESS**, Washington, N. J. Phone 100.

FOR SALE: PRINTING MACHINERY. New and unused, John Thomson Model C, 14x22 Colts Armory press with attachments; 8x12 Chandler & Price press; motors; Boston wire stitcher; Poco proof press; Menzes folder, 14x22; imposing table. **DETROIT PUBLIC LIBRARY**, DETROIT, MICHIGAN.

WANTED

PERIODICALS TO PRINT!

Many publishers are anxious for a better printing connection convenient to New York City. Our location and conditions permit a very attractive proposal for periodicals of medium runs. Established 40 years. Communications treated with confidence. Write for details. Box 764, Printers' Ink.

DRAWINGS

for your advertisements. Straight illustrations, cartoons or decorative art work drawn to your order. Deal direct with the artist for results. Send for free sample folders. R. Diger, 2016 Allen Ave., St. Louis, Mo.

OFFICE OR STUDIO IN FORTY-SECOND STREET DISTRICT

Private office or small studio, part of space in unusual office in new building, to sublet unfurnished. North light, top floor, steam heat. Telephone service, electric light, etc., supplied and reasonable use of secretary's services will be included if desired.

May be inspected any day but Saturday, mornings from nine to twelve, afternoons from one to five. Room 801, 8 East 41st Street.

copy writing and counsel from the woman's point of view

I AM A WOMAN
My home is my workshop

Madeline Kelly Purcell Advertising

348 West 118th St. New York

service fee : hour charge : monthly retain

FOR \$25.00

Your inch display goes in 210 Country weeklies! 100 N. Y., 47 Pa., 10 Conn., 53 N. J. Every line is read in a country weekly. Great mail-order buyers household articles and special preparations. Copy written free. Sales letters, \$1.50.

LAWRENCE F. DEUTZMAN
Syndicate Advertising

507 Fifth Avenue

It **PAYS** to advertise if you don't **PAY TOO MUCH!**

I love

to write honest advertising.

Because it means service and good-will all round.

Today's ideas are being scrapped.

Tomorrow's vital ideas are demanding expression.

I'm ready to furnish original advertising ideas, original campaign keynotes, original rousing copy.

Call Madison Square 4600 or write and I'll call.

May Philo, Park Avenue Hotel, N. Y.

POSITIONS WANTED

ARTIST—Pen and ink, lettering, designing layouts, etc. Advertising service experience. Also moving-picture titles. Free-lance or steady position. Box 772, Printers' Ink.

Circulation and Office Manager on a leading semi-class monthly magazine of large circulation. A permanent position for a steady, experienced person. Box 766, Printers' Ink.

ART EDITOR

Expert layouts, art production, engraving, etc. Has been with various leading magazines and agencies. Now employed. Address Box 758, Printers' Ink.

Art Director—Over 20 years' practical experience, Art Depts., N. Y. illus. newspapers, magazines, agencies. Ten years mgr. References. E. J. Burrows, 8071 5th Road, Woodhaven, N. Y.

WHY NOT TRY US

Two young artists, accurate and well experienced in Mechanical Retouching, layouts for booklets, catalogues, etc. Reasonable charges. Box 762, P. I.

Woman with ten years' training in advertising agency would like to make connection with growing agency. Capable of handling production and has complete knowledge of agency detail. Box 767, P. I.

ALL BY MYSELF

in my own advertising service is my ambition. Somewhere is a town where somebody will use part of my time while I build up my clientele. References and experience. Box 778, Printers' Ink.

THIS MAY INTEREST YOU

A young man with ideas, able to make rough sketches, to buy art work and follow up the mechanical completion of an order, desires a position in the advertising field. If you are interested write Box 779, Printers' Ink.

Chicago Sales Manager, 34, wants to open office and handle products of large manufacturer of food products in Chicago market on commission basis. Knows market and how to sell buyers. Can produce maximum results at minimum cost to manufacturer. All or part of time given, depending upon possibilities for volume. If line requires missionary work can direct retail salesmen to best advantage. Box 773, care of Printers' Ink.

Advertising and Promotion Man

Sales literature, trade surveys

- 3 years research
- 1 year publishing
- 1 year sales
- 1 year large agency

(Asst. Account Executive)

Capacity for analysis and execution that has produced proven results.

College graduate. Age 29. Christian. Salary \$4,000.

Box 787, Printers' Ink.

Copy Writer, young woman, 6 yrs. natl. accts., mail order catalogues, newspaper. Forceful, polished writer. Expert buyer art, color plates, ptg. Competent for agency. Box 786, P. I., Chicago Office.

Advertising Man, now employed, seeks position in Chicago offering broad field and big opportunity. Understands copy writing, layouts, make-up and house organs. Box 785, care Printers' Ink, Chicago Office.

Who will rescue me from the realms of obscurity! Natural, flowy style of writing inspirational advertising copy. Business school training. I. C. S. graduate. Helpful, practical experiences. N.E. preferred. Address Box 770, P. I.

Circulation Manager, 30, married, university man, desires progressive connection; ten years' circulation experience, dealing with agencies, mail order work, personal solicitation, newstands; prefers trade-paper. Box 774, Printers' Ink.

ADVERTISING ASSISTANT

Young man (26) with financial, editorial and agency advertising experience, and an aim in life. Now employed, but desires better opportunities. Box 777, P. I.

LAYOUT MAN—VISUALIZER

"finished" rough sketches, idea artist, dummies, typographical arrangement, art direction, creator of many prominent national campaigns for large N. Y. agencies; full time or piece work. Box 781, Printers' Ink.

YOUNG WOMAN COPY WRITER wants position as assistant to advertising manager. 5 years with largest department store in St. Louis; knows merchandise thoroughly; writes interesting and convincing copy. University trained. Box 776, Printers' Ink.

Mr. Correspondence Supervisor

A young man with outside selling experience, special and practical training in correspondence, may be just the man you are looking for. Box 775, care of Printers' Ink.

ACCOUNT EXECUTIVE AVAILABLE

Ten years' experience handling large national accounts through agency connections. Acting in an executive capacity, have been responsible for copy and general physical appearance of the printed advertisements, as well as for the general policy back of them. I can write copy that sells goods and have a working knowledge of commercial art. Thoroughly understand printing and engraving. My experience in merchandising has been gained by practical application of theory to actual market conditions. Since February I have personally sold new accounts amounting to over \$50,000 and have a desirable acquaintance amongst aggressive advertisers. Present connection satisfactory, but limited. Thirty years old, clean cut and of good personality. At present located in Middle West, but will go anywhere. Initial salary, \$75.00 a week. Box 763, care of Printers' Ink.

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Thankful!

That the muscles of Sales Efficiency, hardened again by the trials of readjustment, now equip American Industry to face the future with assurance, confident in the power to build a prosperity greater and more lasting than any we have ever known.

Thos. G. Sack Co.

Outdoor Advertising—Nation Wide

CHICAGO
Harrison & Loomis Sts.

NEW YORK
Broadway at 25th St.

Outdoor Advertising builds sound, enduring business

The TRIBUNE IS FIRST IN CHICAGO

CIRCULATION The City and Suburban circulation of The Sunday Tribune in October was 97,000 greater than that of any other Chicago paper. Its total circulation of 800,000 reaches one-fifth of the families of Illinois, Indiana, Iowa, Michigan and Wisconsin.

ADVERTISING Reports of the Advertising Record Company for October show that The Tribune led all other Chicago papers in Want Advertising, in Display Advertising, in Local Advertising, in National Advertising, and, of course, in Total Advertising. The Tribune was FIRST in 23 out of the 34 chief display classifications, as indicated below:

The Tribune was FIRST in:

*Advertising Agencies
Amusements
Automobiles
Building Materials
Cleaners
Clothing
Confectionery
Educational
Financial
Florists
Furniture
Heating and Ventilation
Jewelers
Musical Instruments
Office Equipment
Opticians
Paints
Printers
Publishers
Resorts
Restaurants and Hotels
Rubber Heels
Tobacco*

The News was FIRST in:

*Churches
Department Stores
Household Utilities
Coal
Hardware*

**The Herald-Examiner
was FIRST in:**

*Groceries
Medical
Toilet Preparations*

The Post was FIRST in:

*Railroads
Undertakers*

The American was FIRST in:

Public Utilities

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

For The Tribune's 1921 BOOK of FACTS or for reprints of The Tribune's campaign on PRICES and WAGES write on business stationery to any of these addresses.

512 Fifth Ave., New York

Tribune Bldg., Chicago

Haas Bldg., Los Angeles